



2020-21 PUBLIC IMAGE CITATION

CONTENT CALENDAR PLAN

This form is the Public Image Content Calendar Plan for your club for this Rotary year. It will help you plan the content for each month based on your club activities and the Rotary monthly themes and special observances. This is a required activity for the Zone 34 Public Image Citation.

Please Select Language

English

Zone

Club Type

District

Club Name

Name

Email

Rotary Club of

Calendar

Content

This section is to help record what content you will plan to create and share for each month, to allow you to track your progress in completing your plan for the year. Select the type of content planned in the month and provide details of what will be prepared.

Want to learn more? Watch this video:

[VIDEO: CREATING A CONTENT CALENDAR](#)

This year we are going to create content the following channels:

Facebook

Instagram

Website

Broadcast Media | Newspapers | Press Release

Facebook Frequency

Weekly

Instagram Frequency

Weekly

Website Frequency

Monthly

Broadcast Media | Newspapers | Press Releases

Monthly

AUGUST CONTENT PLAN

What is your plan for the month?

- New Member Salute (past year inductees) (club newsletter features)
- Blood Drive (Club Newsletter and Facebook)
- Teen Pregnancy Prevention Initiative (Facebook and District Newsletter)
- Red Ribbon Program Overview (club newsletter and website)

SEPTEMBER CONTENT PLAN

What is your plan for the month?

- Student of the Month (newspaper, club newsletter)
- Rotary Shotgun/Shopping Raffle (club newsletter)
- Character Counts (Facebook, club newsletter, district newsletter, newspaper PR)
- Literacy / Souns (Facebook, paid newspaper ad)
- SafeDrive Presentation to Schools (website, club newsletter, newspaper PR)
- 100th Anniversary (factoid or story) (club newsletter)

OCTOBER CONTENT PLAN

What is your plan for the month?

- SPARK Thomasville (newspaper PR, Facebook, Instagram, club newsletter, district newsletter, paid newspaper ad)
- Hands on Thomas Co/Blankets-Food Bank (club newsletter)
- World Polio Awareness (Oct 24) (Facebook, club newsletter, newspaper PR)
- 100th Anniversary (factoid or story) (club newsletter)

NOVEMBER CONTENT PLAN

What is your plan for the month?

- RI Foundation – Polio Eradication (club newsletter, Facebook, paid newspaper ad)
- Global/District Grants (club newsletter)
- Salvation Army (Ring the Bell) (Facebook, Instagram, club newsletter)
- 100th Anniversary (factoid or story) (club newsletter)

DECEMBER CONTENT PLAN

What is your plan for the month?

- Teen Health/HIV/Morehouse College (Facebook, club newsletter)
- RI's Global Water Projects (Facebook, paid newspaper ad)
- Blood Drive (Dec 17) (Facebook, club newsletter)
- 100th Anniversary (factoid or story) (club newsletter)

JANUARY CONTENT PLAN

What is your plan for the month?

- Interact - Rotaract (paid newspaper ad, Facebook)

- Honoring Local Heroes (Jan 13) (newspaper PR, club newsletter, district newsletter, Facebook)
- Fireside Chat (Jan 19) (club newsletter)
- 100th Anniversary (factoid or story) (club newsletter)

FEBRUARY CONTENT PLAN

What is your plan for the month?

- Support the Troops (Facebook, newspaper PR, club newsletter)
- Recognizing Those Who Serve (Facebook, Instagram, newspaper PR, club newsletter, district newsletter)
- Be The Voice (anti-bullying campaign) (Facebook, club newsletter, paid newspaper ad)
- Rotary Has Heart For Seniors (Feb 12) (Facebook, club newsletter, newspaper PR)
- GRSP (why it was created) (Paid newspaper ad, Facebook, Instagram, club newsletter)
- 100th Anniversary (factoid or story) (club newsletter)

MARCH CONTENT PLAN

What is your plan for the month?

- RI's Global Water Projects (paid newspaper ad, Facebook, club newsletter)
- Laws of Life (club newsletter, district newsletter, Facebook)
- United Way Golf Tournament (Mar 2021) (newspaper PR, club newsletter, Facebook, Instagram)
- 100th Anniversary (local magazine feature story and paid magazine ad, club newsletter)

APRIL CONTENT PLAN

What is your plan for the month?

- RI Maternal/Infant Healthcare projects (paid newspaper ad, Facebook)
- YMCA (club newsletter, Instagram)
- Teen Health/HIV/Morehouse (club newsletter)
- Honoring Local Heroes (Apr 7) (district newsletter, newspaper PR, Facebook, Instagram)
- 100th Anniversary (factoid or story) (club newsletter)

MAY CONTENT PLAN

What is your plan for the month?

- Interact / RYLA (paid newspaper ad, Facebook)
- Rotary Student Scholarships (newspaper PR, Facebook, Instagram)
- SafeDrive Map (club newsletter, website)
- Honoring Local Heroes (May 5) (newspaper PR, Facebook, Instagram, club newsletter)
- 100th Anniversary Club Gala Celebration (district newsletter, newspaper PR, Facebook, Instagram, club newsletter)

JUNE CONTENT PLAN

What is your plan for the month?

- International Tennis Fellowship of Rotary (Facebook, club newsletter, district newsletter)
- 100th Anniversary (factoid or story) (club newsletter)
- Year in Review (club newsletter)