

# Quick Guide to Customizing People of Action Templates

Updated July 2018



## Example: Creating a Customized People of Action Facebook Ad

### 1. Capture the Image

Showcase the **action** and the **people we are helping** through our work. When your club is doing projects, think photos!

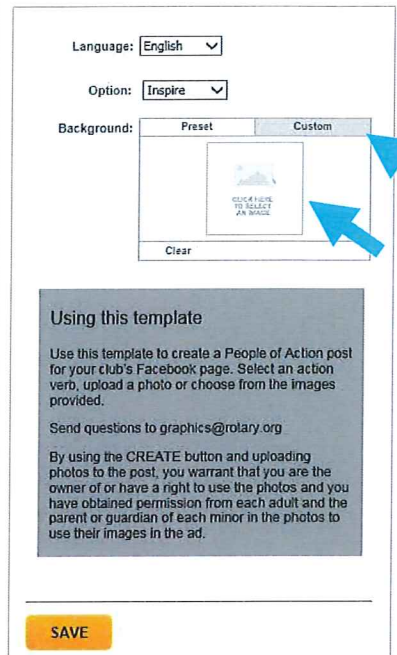
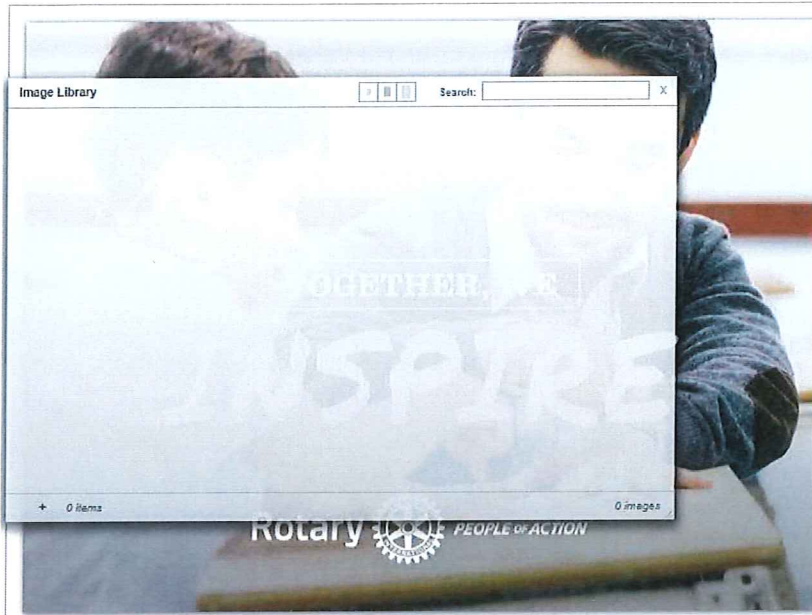
Guidelines for capturing images:

- Use a good quality digital camera and lens. Ask a Rotary member or friend to participate in the project as photographer.
- Take and use pictures that are composed in a way that supports that we are #PeopleofAction.
- Avoid "grip and grin" photos (those that show people shaking hands and smiling).
- The People of Action headline is "Together, We ...". A shot of an individual is not going to work. Shots need to be **people engaged in an activity** that tells the story.
- Make sure you **represent the diversity of your club and the people you are serving** in age, ethnicity, and gender.
- Ask yourself, "**Will people in my community connect with what they see in the photo?**" Use powerful images that capture your viewers' attention and make them feel an emotion.

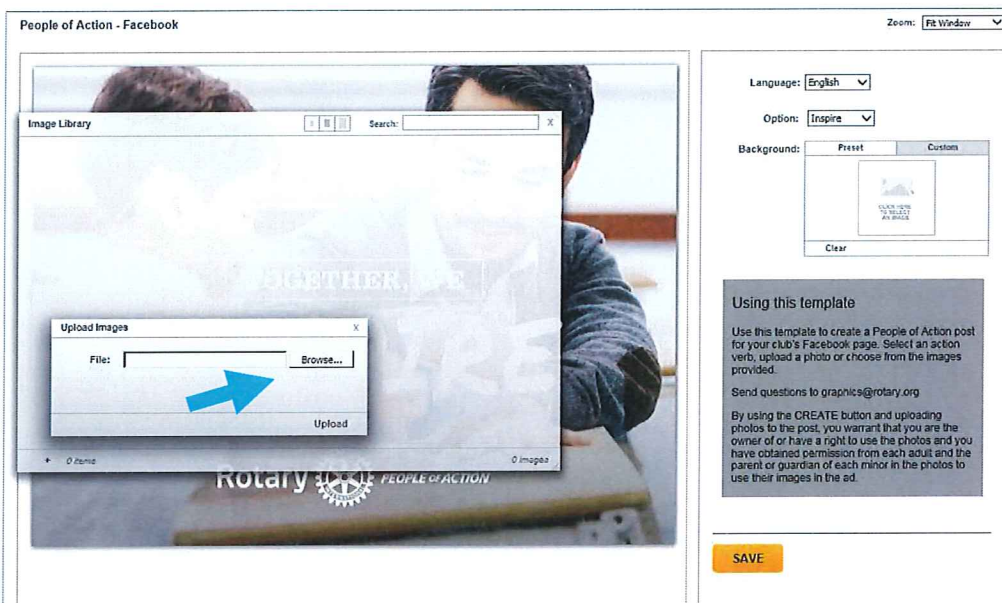
### 2. Customize the Template

#### Log in to Rotary.org to access the Brand Center

- The Path: Rotary.org > My Rotary > Brand Center > (scroll down to) People of Action > Learn More > Create Your Own.
- Select People of Action Facebook Post.
- Click Create.
- On the right side of the screen, you'll see a drop-down menu labeled Option. Select a keyword from the message you want to use (Inspire, Connect, Transform or End Polio).
- You will also see a menu item labeled Background. Click Custom. A pop-up window (below) will appear. Click the icon Click Here to Select an Image.
- A second pop-up window will appear, labeled Image Library.
- Click the + symbol at the bottom left of the Image Library window.

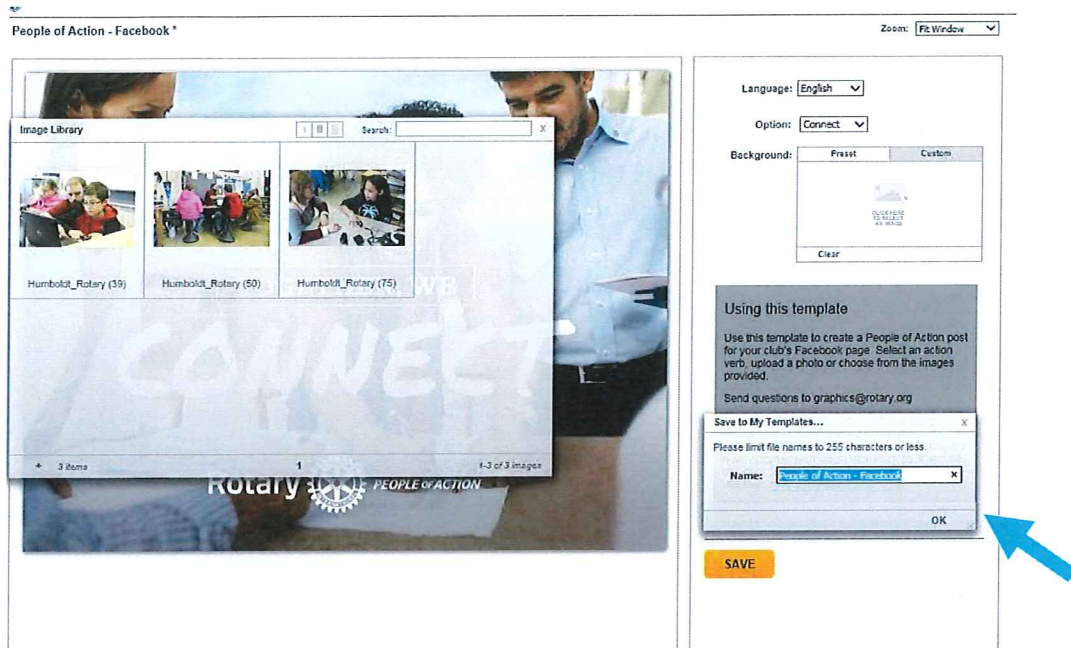


- An Upload Images window will open.
- Click Browse to select the image from your computer files, then click Upload.

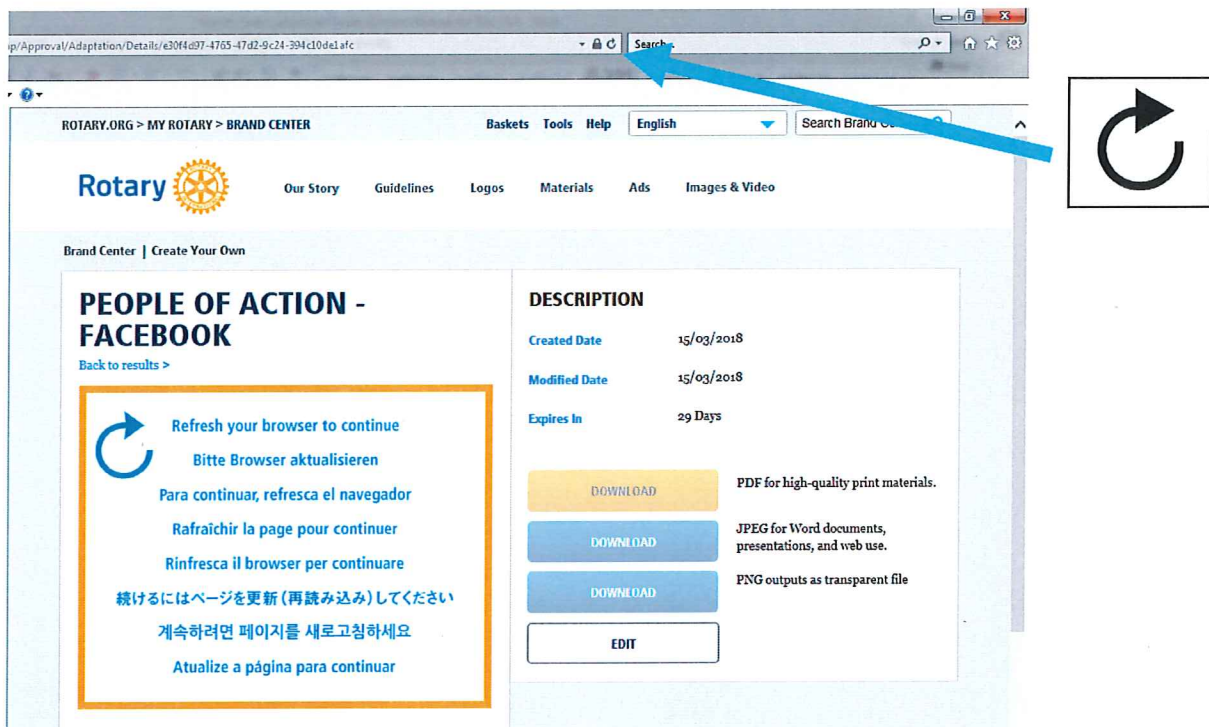


- After the image uploads, click Save on the lower right.

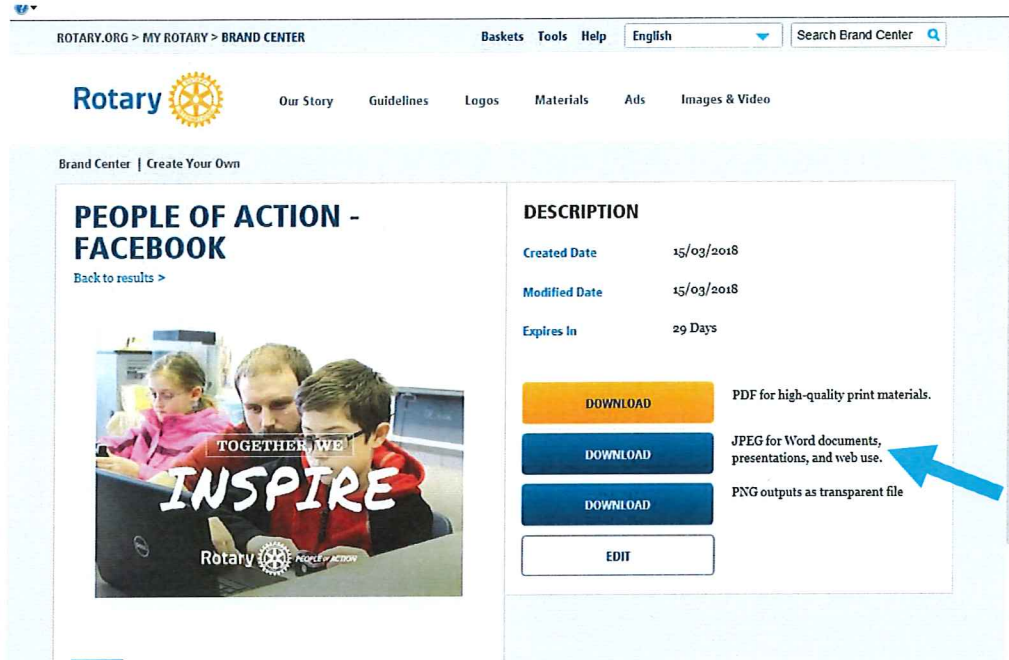
- After you click save, a **Save to My Templates** window will appear on the right.
- Name the template you are saving, and click **OK**



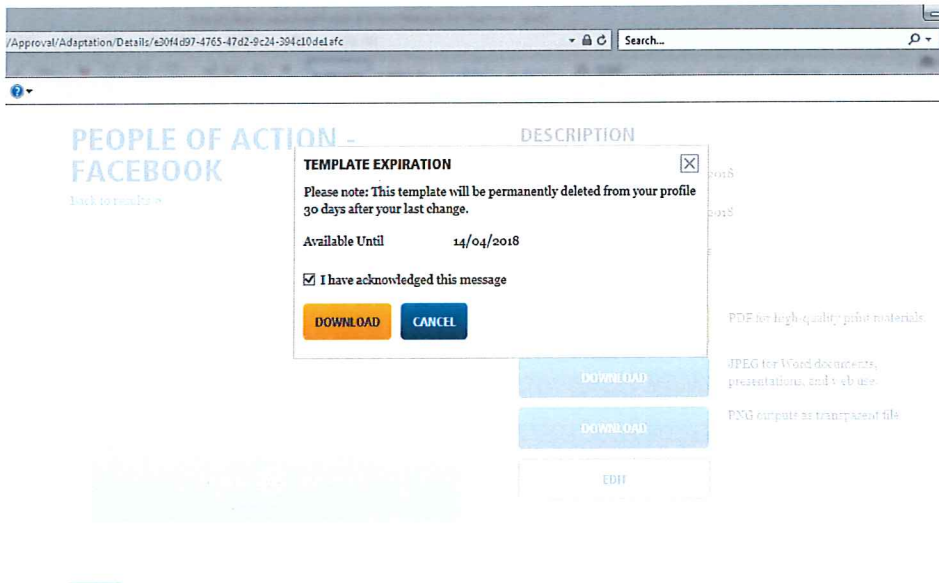
- A download page will appear, asking you to refresh the page. Click the **refresh symbol** at the top of your screen, to the right of the web page address



- After the page refreshes, click the **Download** button on the right for the type of image format that meets your needs.



- Click the check box next to **I have acknowledged this message** and click **Download**



The ad you created will download to your computer's Downloads folder.

### 3. Craft the Message

- Use action verbs in the post: **Teaching** kids to read in (location)
- Use of People of Action message/key words:
  - Where others see problems, Rotary members see solutions.
  - Our 1.2 million members see opportunities and possibilities in their communities around the world.
  - Rotary- We Are People of Action
- Use your club name – St. Joseph Rotary - We Are #PeopleofAction!
- Include a Call to Action – Share this, Join us, Check us out, Meet us at (location)
- Provide a link to a story or website
- Post to **Pages** you follow and **Groups** you have joined/Ask others to share

