

Quick Guide to Customizing People of Action Templates

Updated March 2019



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:

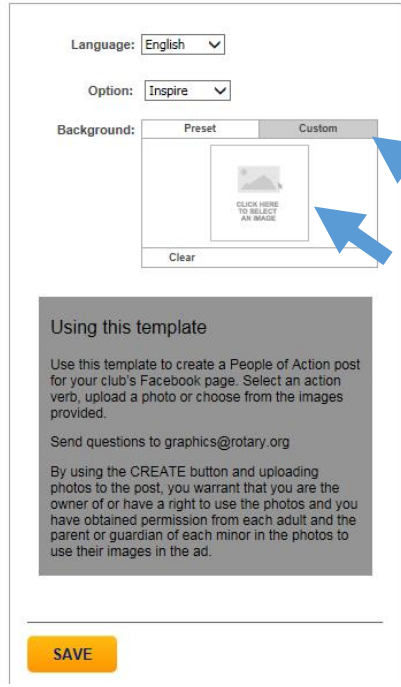
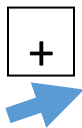
- Use a good quality digital camera and lens. Ask a Rotary member or friend to participate in the project as photographer.
- Take and use pictures that are composed in a way that supports that we are #PeopleofAction.
- Avoid "grip and grin" photos (those that show people shaking hands and smiling).
- 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

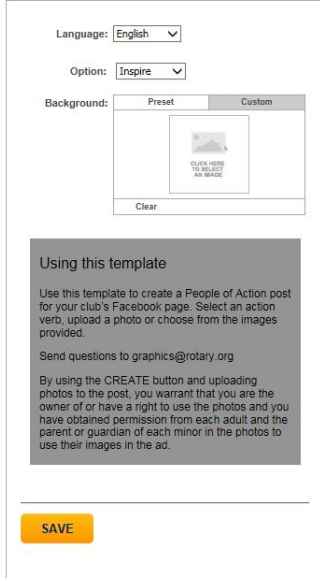
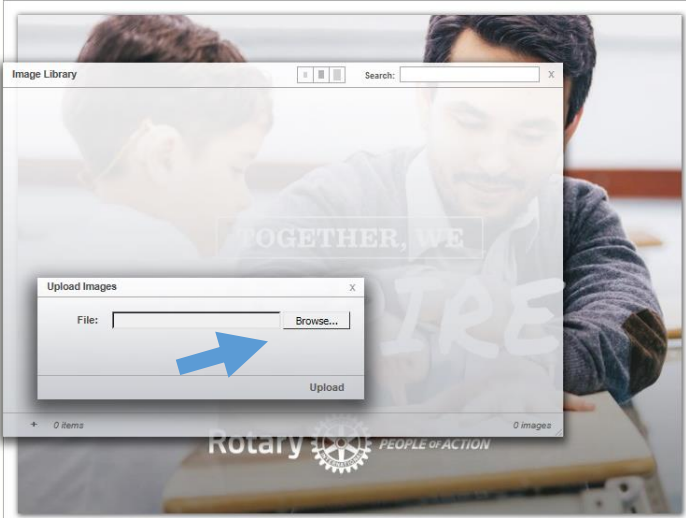
Log in to Rotary.org to access the Brand Center

The Path: My Rotary > News and Media > Brand Center > (scroll down to) People of Action > Learn More > Toolkits > 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 the keyword from the "**Together, We**" message you want to use:
 - **Inspire**
 - **Connect**
 - **Transform**
 - **End Polio**
 - **Mentor**
 - **Empower**
 - **Learn**
 - **Save Lives**
 - **Fight Hunger**
 - **Promote Peace**
- 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.

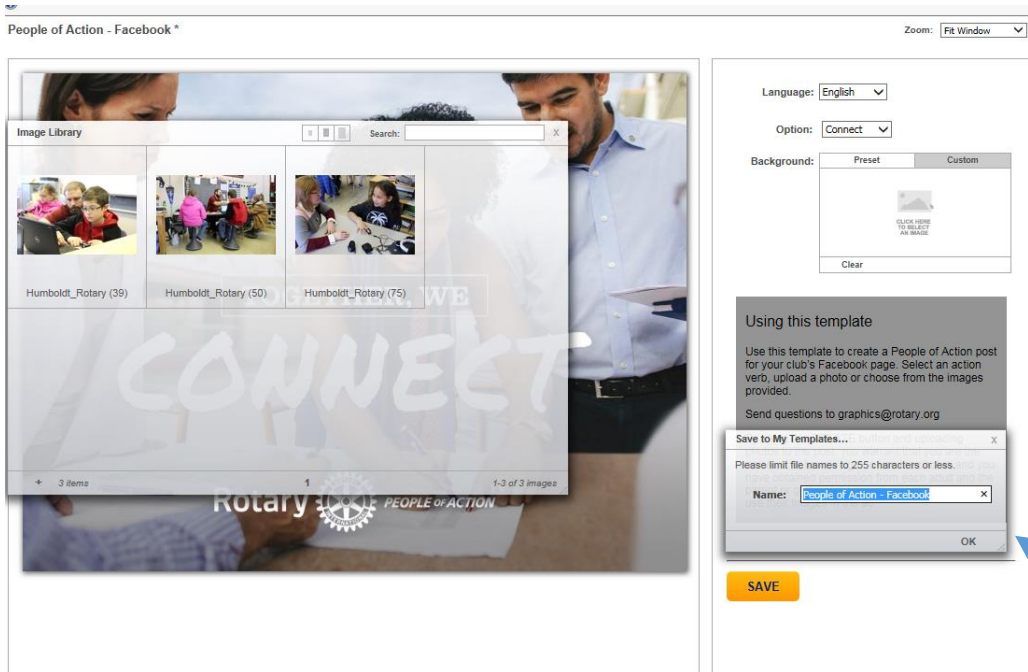


- An Upload Images window will open.
- Click **Browse** to select the image from your computer files, then click **Upload**.

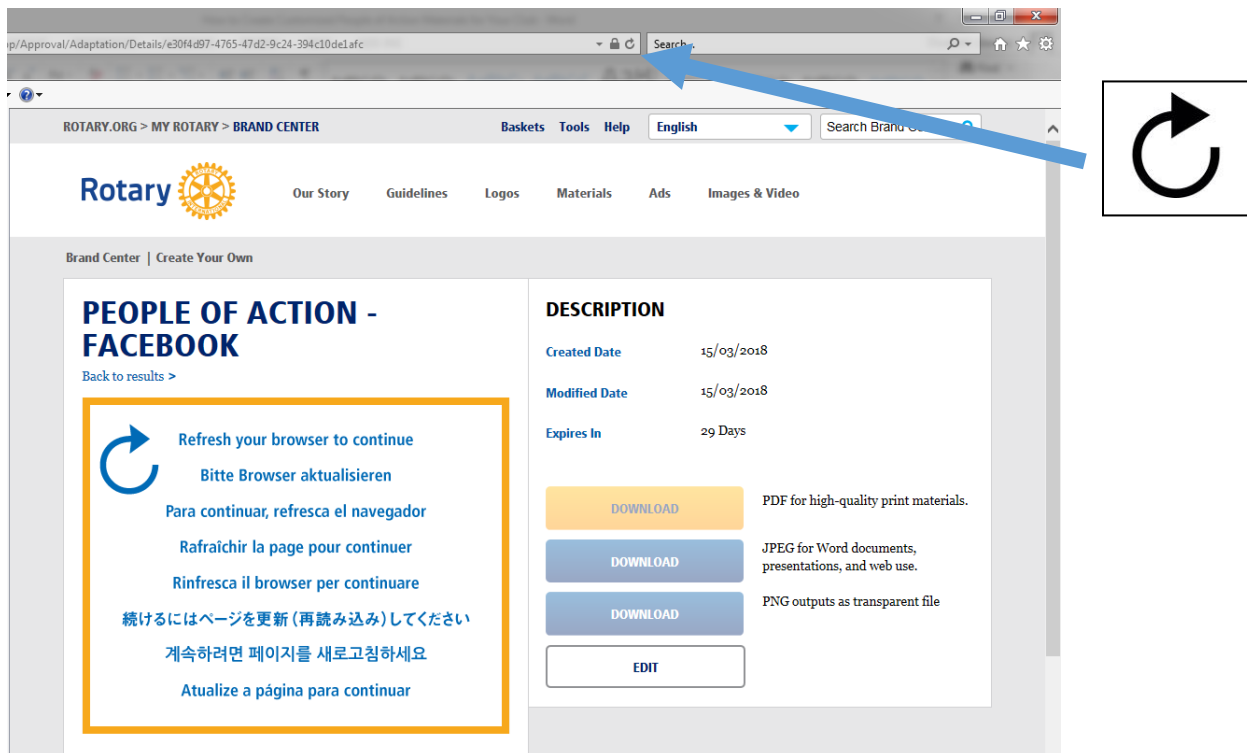


- After the image uploads, click **Save** on the lower right.

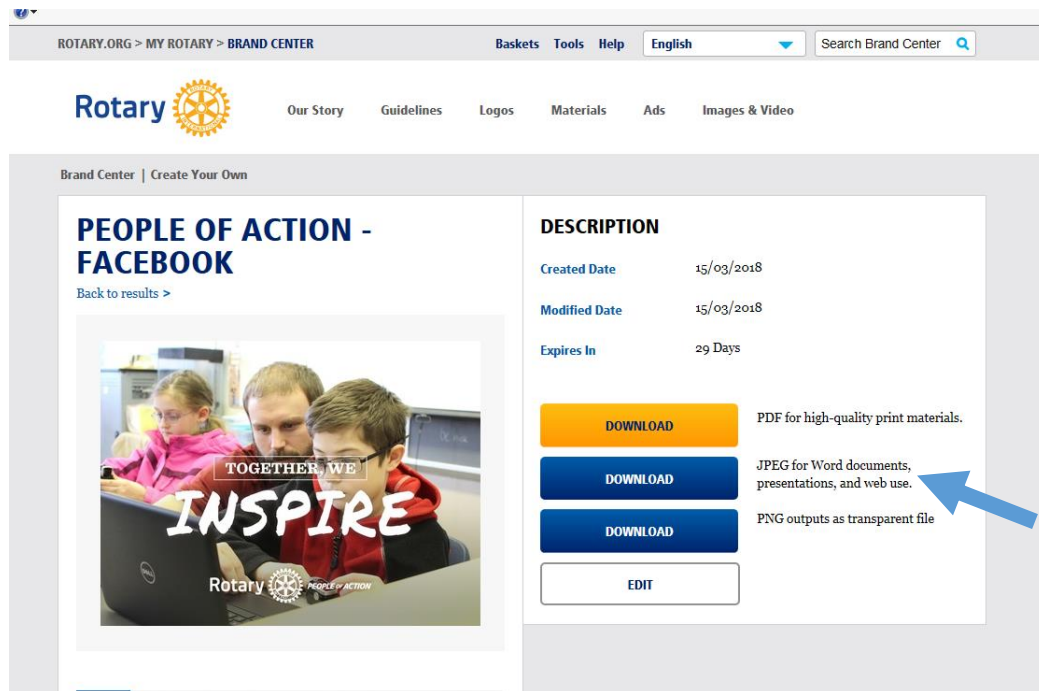
- After you click save, a **Save to My Templates** window will appear on the right.
- Name the template you are saving, and click **OK**



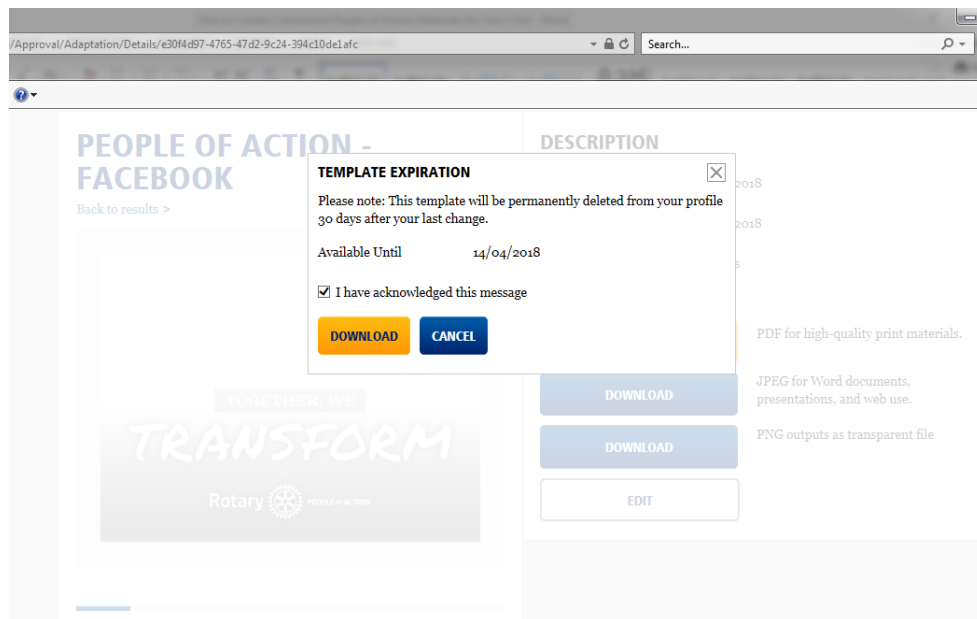
- A download page will appear, asking you to refresh the page. Click the **refresh** symbol at the top of your screen, to the right of the web page address



- 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

