

INTERNAL vs EXTERNAL COMMUNICATIONS

Getting the message right for every audience

Effective communication starts with knowing **who** you're speaking to. There's a big difference between how we talk with fellow Rotarians and how we engage the wider community. Here's how to make sure your message hits the mark.

Know Your Audience

- **Internal communication** (just for Rotarians):
Feel free to use Rotary-specific terms like *Districts* or *Rotary Community Groups*. These terms make sense to people within our organisation.
 - **External communication** (everyone else):
Avoid Rotary jargon or administrative labels. People outside Rotary — like potential members, community partners, media, and even brand-new Rotarians — may not understand these terms. Keep it simple and relevant.
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Tailor Your Content

- **Club newsletters (internal)** can include:
 - Lists or group photos of members who attended an event.
 - Updates that use familiar names and references.
- **Widely distributed newsletters (external)**:
 - Think broader! Include content that explains what Rotary *does*, not just *who was there*.
 - Avoid assuming the reader knows Rotary's structure or people.
- **Media releases**:
 - Include all the essential facts: **Who, What, When, Where, Why, and How**.
 - Always use the full day and date format: *Saturday, 5 July 2025*. This helps avoid confusion.

- **Impact matters:**

Every story should clearly show Rotary in action — real people, doing real things, creating real change. Highlight the *impact* over the *event*.

Photo Tips That Make a Difference

- Take high-resolution photos — it's easy to make them smaller, but not the other way around.
 - Avoid poor-quality or blurry images — they won't be used.
 - Always **caption** your photos like this:
(Left to right): Paul McCartney, George Harrison, Ringo Starr and John Lennon.
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Engage the Broader Community

Include and highlight non-Rotarians in your stories — community members, young people, business owners, project partners. It shows how we work with others and create meaningful change together.

No Acronyms, Please!

Always spell out Rotary programs the first time you mention them:

✓ *Rotary Youth Leadership Awards (RYLA)*

Then you can use the abbreviation (RYLA) if needed.

For more tips and guidance, contact:

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