

International Inner Wheel Publishing Protocols

As your IIW Editor/Media Manger, I look forward to receiving information from you and being able to feature your countries and clubs on our International Inner Wheel website throughout the year.

All material for inclusion in the IIW website and Annual Magazine is to be submitted by the **National Representative** or via the **National Editor**, to ensure accuracy of content and relevance of material sent from your country or from the **District Chairman of Countries without a National Representative**. Or via **IIW Board Directors** on behalf of Non-Districted Clubs, Or directly from the **President** of a **Non-Districted Club**.

National Reps, Please ensure that all your Districts and Clubs are advised to send their messages via the correct channel.

- What types of articles do you send?
 - **Human Interest Stories**
 - **Regular or successful Service Projects**
 - **Awards of National Recognition to clubs or club members**
 - **National Conferences**
 - **Charters of new clubs**
 - **IIW Presidential Visits**

Please send articles for inclusion on the website as soon as possible after an event or activity.

Please share the following information with all Districts and clubs, to ensure material is sent in the correct format.

Format of material to be sent to the IIW Editor/Media Manger and IIW Administrator.

Text: Word Document, the latest version available to your clubs

Pictures: High resolution, .jpg format

ALWAYS send pictures as **separate attachments** or share via Dropbox (www.dropbox.com) or WeTransfer (www.wetransfer.com) to iiweditor.michelle@gmail.com

Photographs need to be sent as a High quality JPEG image at 300dpi, pixel dimensions at least 1500x2100 pixels, or at least a photo taken on a 3:2 megapixel camera at the largest setting. Smartphone photos are acceptable as long as they are saved at the largest setting.

- **Picture Content** - Please send **Action Photos**
 - Feature club members and Recipients of a service project
 - Groups of children or people performing
 - Photos that demonstrate the theme, “ Unique & United”
 - Photos that demonstrate Happier Futures – Better Lives
- **Text Content**
 - Please keep reports brief and informative.
 - Include – **Who, When, Where, What** and a bit about **Why** and **How**.
 - **always** include club names, District number and country.

Please use the **“NEWS REPORT” TEMPLATE** – Fill in the details and email to iiweditor.michelle@gmail.com

IIW Annual Magazine

At the end of the Inner Wheel Year a Magazine will be published. Within this magazine we would like to feature Service projects and work from all around the world. If you have a project that you wish to share for possible inclusion in the IIW Magazine you will need to submit this to the IIW Editor/Media Manager by **April 1st 2016**.

IIW Website and Social Media

The Website and Social Media are effective and meaningful tools that have their place in keeping lines of communication open. They can offer an immediate solution for sharing our successes and celebrations. All of these will be essential for us as an International organisation to ensure global membership growth and to promote the International understanding of Inner Wheel.

IIW Website

The website is being constantly updated with stories and articles from the International Inner Wheel Family.

It is also the place to go to download all documentation including:

- Leaflets for promotion and publicising Inner Wheel
- Official Documents, including constitution handbook and all IIW guidelines
- Branding guidelines
- Official Logos
- IIW magazine
- Training presentations
- Meeting minutes
- Nomination forms and voting guidelines

It is also a good source of information regarding the work of the United Nations and Inner Wheel and has links to all National websites and non-districted clubs around the world.

I'd like **EVERY country** to be featured on the IIW website with an article this year. ***Please fill in the "News Report" template to share news articles for the website.***

Social Media

Facebook – www.facebook.com/InternationalInnerWheel

Please note that this is the only **OFFICIAL IIW Facebook Page**.

Please see [page 60 of the 2015 Constitution Handbook](#) for naming guidelines for Facebook Pages.

On this Page, we have "Liked" any club, District or Country that has set up a page (and we have managed to find) – if there are clubs, districts or your country Facebook Page that are not "Liked" by the International Inner Wheel page, then please let me know and we make sure it is connected to the page.

IIW Presidential Visits

If your country is hosting the IIW President please send a short report with dates, place and a brief outline of the visit with a few selected images ([using the “News Report” template](#)). These visit reports are included on the IIW website and will also be used in the IIW magazine. ***Please ensure these are sent to IIW Administrator, Elaine and the IIW Editor/Media Manager as soon as possible after an official visit.***

Branding Guidelines and Logos

Please take some time to read the guidelines (downloadable from the Library section of the website). These describe the use of IIW logos and images provided when promoting and publicising Inner Wheel. Please let your Districts and clubs know that these guidelines are available to be downloaded from the IIW website. Also available are the images for use in promotion material. We hope that you start to make use of these documents and images.

By using these branding guidelines and official images, we are able to ensure that the image of Inner Wheel is maintained in a professional manner.

I look forward to hearing from you soon, as you share the great work that is happening in your National Inner Wheel Community.

Please feel free to contact me for further information or clarification.

In Inner Wheel Friendship,

Michelle

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IIW Editor/Media Manager 2016-17
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