



# 2013 September YE e-Newsletter

## 2013年9月國際扶輪青少年交換電子報

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### Using Facebook to promote Rotary

#### 使用臉書來宣傳扶輪



When Erin Wagner went on an exchange, she learned to be open to new ways of thinking. Then, joining Rotaract and later Rotary, she developed skills and insights that helped her as she started a small business in social media marketing.

當 Erin Wagner 參與學生交換後，她學習到以開闊的胸襟接納全新的思維方式。隨後，她加入了扶輪青年服務團，之後又加入扶輪社，這段歷練讓她得以培養個人的技能和遠見，並有助於其日後創辦小型社群媒體行銷公司。

[Read more of Erin's story](#) and benefit from her [tips for Rotarians on how to use Facebook effectively](#).

[閱讀更多有關 Erin 的故事](#)，她提供扶輪社員如何有效使用臉書的訣竅，將讓我們受惠良多。

#### Using Facebook to promote Rotary

##### 使用臉書來宣傳扶輪

*By Erin Wagner, a member of the Rotary Club of Minneapolis South, Minnesota, USA*

*作者：Erin Wagner，美國明尼蘇達州明尼亞波利南部扶輪社員*

I am a product of Rotary's youth programs, which taught me some amazing lessons. For example:

我是扶輪青少年計畫的成果之一，這項計畫讓我學到一些驚人的體驗，譬如：

### **Open-Mindedness**

#### **開闊的胸襟**

A farm girl from Idaho, my [youth exchange](#) to France (2001-02) and the associated culture shock taught me to be aware of and question my assumptions, and to recognize that people are people all over the world.

我是來自於愛德荷州的農村女孩，在 2001-02 年度以交換學生身份派遣至法國，在當地所感受到的文化衝擊使我瞭解並檢討了自己的自大傲慢，同時也體認到全世界的人都是同胞。



Erin Wagner as a Rotary Youth Exchange student in Paris, France.

Erin Wagner 以扶輪青少年交換學生的身份前往法國巴黎。

### **Unity**

#### **團結**

Delegation did not come naturally to me. Fortunately, within the framework of [Rotaract](#), I got to take part in projects I simply could not pull off alone. In my inadequacy, I learned a fundamental appreciation for the skills and efforts of every contributor.

我不是自然而然就成為派遣學生。所幸在[扶輪青年服務團](#)的架構下，我得以參加這項計畫，這是靠我獨自的力量也

無法完成的。我深知自己的不足，也因此我學會感激每一位奉獻技能和心力的人士。

### **Responsibility**

#### **責任**

When my Rotary district hosted the international convention in 2007, I was hired to serve as the secretary to the host organization committee. Still in college, I had the privilege of learning basic skills (like preparing financial documents, writing grants, and participating effectively in meetings) from experts in banking, fundraising, and management. Conscious of how much I had to learn, they nevertheless expected a level of professionalism commensurate with the opportunity, and held my hand as I found my way.

我所屬的國際扶輪地區於 2007 年主辦國際會議時，我受聘擔任地主籌辦委員會秘書。當時我仍就讀於大學，卻能有此殊榮向銀行金融、募款和管理專家們學習基本的技巧（如：準備財務文件、撰寫授權書、實際參與會議）。儘管知道我仍有許多需要學習的地方，他們仍期待我能展現出與此機會相對應的專業度，並在我找到解決方法時，一直鼓勵著我。

### **Gratitude**

#### **感激**

One Rotarian surprised the Rotaractors by cashing in his frequent flyer miles so that we

could visit the Chilean school for which we were fundraising. We learned a lot from seeing first-hand the impact of our efforts, but what has touched me the most is his motive. He saw value in our education and development as humanitarians, an education we could not have accessed without his assistance.

讓扶輪青年服務團非常驚訝的是，曾經有位扶輪社員將自己的飛行里程兌換成現金，以協助我們造訪一所位於智利、由我們募款資助的學校。我們親眼見證自己的努力所帶來的影響，且受益匪淺，不過，最讓我們感動不已的是這位扶輪社員的動機，他瞭解我們以人道主義者捐資助學的價值，如果沒有他的協助，我們無法達成此一目標。

Tying these lessons together, I have learned that the essence of gratitude is the impulse to share the goodness with others.

試著將這些體驗融合為一後，我從中學習到感激的本質正是與他人分享善意的動力。

Now a college graduate and small business owner, I was able to use my expertise in social media to pay forward that gratitude in three ways through a 2012-13 [Public Image Grant](#). By using paid promotion on Facebook to draw the public's attention to the District 5950 (Minnesota, USA) Facebook page, we were able to:

現在，我已從大學畢業並成為小型企業的負責人，我發揮自己在社群媒體的專業知識，並透過 2012-13 年度[公共形象贊助金](#)(Public Image Grant)，我從三個方面來表達自己的感激之情。透過臉書付費宣傳活動，吸引一般民眾關心國際扶輪 5950 地區(美國明尼蘇達州)臉書網頁，我們就能：

- Educate people in the community about the opportunities for service, fellowship, and learning available through Rotary,  
教導社區人群透過扶輪得知服務、友誼和學習的機會。
- Help local clubs make the public aware of their mission and attract new members,  
協助地方扶輪社讓一般民眾瞭解其使命，同時吸引新社員加入。
- Share what we learned and document our strategy online at <http://houseandhoffman.com/facebook-for-rotary>.  
在線上分享我們所學到的一切並記錄我們的策略，網址是：  
<http://houseandhoffman.com/facebook-for-rotary>。

But even so, service is a funny thing. This attempt to repay my debt of gratitude has only left me richer as it has deepened my connections throughout the community, in my district, and around the world. In the end, doing justice to the kindnesses shown to me will require a lifetime of service.

儘管如此，服務仍是一件非常有趣的事。當我試著回報個人的感激之情時，我發現自己過得更加充實，因為我與社區、扶輪地區以及全世界的聯繫更加緊密。最終，我自許以終生服務為志業，以公平回報我所獲得的友好與善意。

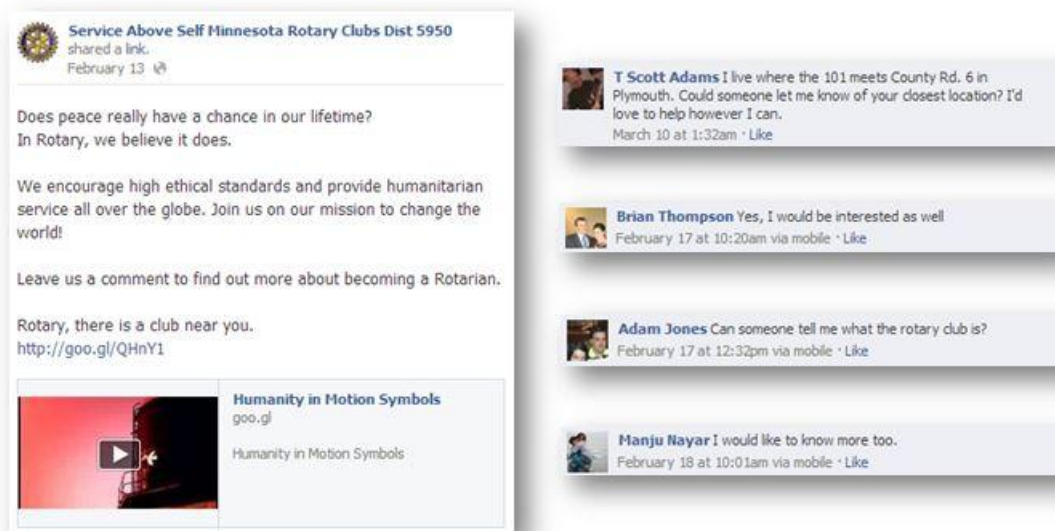
To My Rotary Friends,  
給我的扶輪友人：

My Rotary story began when I participated in the Youth Exchange Program more than ten years ago, an experience that later defined my educational and professional life.

我的扶輪故事始於十多年前參加青少年交換計畫，這場體驗奠定了我日後的求學和職業生涯。

Now, as a social media marketer and member of my local club, I have the opportunity to pay forward my gratitude. By leveraging my industry know-how and a Public Image Grant, we've discovered one way that Rotary can use Facebook to improve its image and grow its clubs. Over the course of five months, we received 83 inquiries from Facebook users interested in joining a Rotary Club or supporting a project.

身為社群媒體行銷業者以及本地扶輪社社員，我有此機會回報自己的感激之情。透過所屬業界的專業知識以及公共形象贊助金，我們已找到一個方法能夠使扶輪社透過臉書提升自我形象，並同時幫助扶輪社的成長。經過五個月的時間，我們收到來自 83 位臉書用戶的詢問，表達其有意加入扶輪社或協助計畫的推動。



Below are some of the keys to our success, which any Rotary club or district is welcome to build upon. We're also happy to answer questions and offer ideas; to reach out, just send a message to [erin@houseandhoffman.com](mailto:erin@houseandhoffman.com).

下面是我們獲得成功的部分關鍵，歡迎任何扶輪社或地區善加運用，並作為指導原則。我們亦很樂於回答問題和提供意見。若有任何問題，請來信 [erin@houseandhoffman.com](mailto:erin@houseandhoffman.com)。

### Lesson #1: Manage Facebook on the district level.

#### 經驗 1：依地區層級來管理臉書

There are **four reasons** to manage Facebook on the district level, rather than on the club level:

依國際扶輪地區層級而非扶輪社層級來管理臉書的**理由有四個**：

1. Facebook is powerful for its ability to target geographically, but only to a point. Many people in the suburbs tell Facebook that they live or work in the nearest big city (like Minneapolis). That means clubs in the suburbs lose their ability to reach most of their constituents, and clubs in the cities waste time and resources reaching out to people out of their area. However, a district Facebook page can target the entire region and direct interested parties to the clubs that work best with their locations, schedules and interests.

臉書的強大在於其能夠採地理區域鎖定而非單點鎖定。許多住在郊區的人皆在臉書上表示其於鄰近大型都市居住或工作(像明尼亞波利)。換言之，位於郊區的扶輪社無法接觸到大多數居民，而位於都市的扶輪社則浪費時間和資源接觸不在其涵蓋區域的人們。然而，地區臉書網頁則能以全區為目標，引導有興趣的人們前往最適合其所在地



點、時間和感興趣的扶輪社。

2. Posts don't have to be just about the local Rotary club, because the posts that elicit the most inquiries are about Rotary *projects*—whether those projects are in a local neighborhood or Timbuktu. We got the same level of response on local and distant projects by including in posts something along the lines of, “Projects like this happen every day in the Rotary Clubs throughout Minnesota, and you could be part of it.”

貼文內容無須僅與本地扶輪社有關，因為能引起最多詢問的是扶輪計畫相關貼文——無論這些計畫是在本地鄰近地區，還是在西非馬利共和國的廷巴克圖市。我們在貼文內容放入這樣的句子：「這樣的計畫每天都在明尼蘇達州各地扶輪社推動，您可以成為其中一份子」，在地方和地區計畫收到的回應數相若。

3. Effective Facebook outreach requires an advertising budget, and there is often more PR money available on the district level. (More on this later.)

需要廣告預算才能透過臉書有效向外發展，而地區層級獲得的公關預算通常較高(稍後再深入討論此點)。

4. One district page can have the same outcome as many club pages, so why duplicate the work?!

單一國際扶輪地區網頁獲得的結果，同於多個扶輪社網頁的結果，既然如此，為何要重複工作？

## Lesson #2: Dedicate an advertising budget.

### 經驗 2：提撥廣告預算

Facebook pages caught attention in the business world because they allowed an organization to put content in front of their fan base where it could be shared organically. With some creativity and discipline, it was effectively free, high quality advertising.

臉書網頁在商業世界引起眾多注目，原因在於能讓企業將內容放在基本客群面前，讓這些內容能夠有系統地進行分享。只需一些創意和規則，這是非常有效且免費的優質廣告手法。

The screenshot shows a browser window with the URL [www.techwyse.com/blog/social-media-marketing/facebook-page-posts-not-showing-in-news-feed/](http://www.techwyse.com/blog/social-media-marketing/facebook-page-posts-not-showing-in-news-feed/). The page content includes:

- Facebook's Edgerank Assault on Brand Pages**
- Text: "Recently someone emailed me asking me why he wasn't seeing his own posts in his news feed. One thing that jumped to mind is that he wasn't engaging with his own posts! More importantly it turns out that only about only about 4% of his fans were seeing his posts. This is down some 16% percent from one month prior."
- So What Are Facebook Page Managers to do?**
- List item: "1) One strategy that many brand pages have been using is to send out posts like this:"
- Don't Miss Our Facebook Posts!**
- Text: "Facebook's 'EdgeRank' Algorithm is hiding posts for those who aren't willing to pay for sponsored placements!"
- Text: "Please visit our page follow these steps..."
- Steps:
  - Step 1: click "Liked"
  - Step 2: check "Get Notifications"
  - Step 3: check "Show in News Feed"
  - Step 4: check "Add to Interest Lists..."
- A screenshot of a Facebook interaction menu showing "Liked", "Message", "Get Notifications", "Show in News Feed", "Add to Interest Lists...", and "Unlike".
- Thanks!**
- Text: "After performing some tests it now appears that if you like a page "Get Notifications" and "Show in News Feed" are not automatically checked. So for anyone recently liking your page make sure they check those two options. As and added measure of assuredness ask people..."

Alas, that is no more. In the fall of 2012, Facebook changed its EdgeRank algorithm—the program that determines what content gets seen by users—such that an organization’s page post has a less than 10% chance of being seen by anyone who has “liked” the page, unless the user went through the steps of customizing their preferences for that page.

可惜的是，現在已沒有提供這種服務了。2012 年秋天，臉書改變了邊際排名算法 — 這是決定使用者能看到那些內容的程式，如此一來，除非使用者在網頁上自行排列優先順序，否則機構在網頁上的貼文，能夠被「喜歡」該網頁的任何人看到的機率低於 10%。

Simultaneously, Facebook offered new opportunities for pages to pay to have those posts promoted—both to people who had “liked” the page and to those who had not. Essentially, Facebook changed its pages from organic sharing tools to precision advertising tools. So if you want to make the most of your efforts on Facebook, have your checkbook ready.

同樣地，臉書提供了新的網頁機會，透過付費機制來宣傳貼文 — 同時向「喜歡」和不喜歡網頁的人進行宣傳。基本上，臉書將網頁原有的系統化分享工具機制，變更成精準的廣告工具。所以，如果想運用臉書至最大極限，請準備好支票簿。

### Lesson #3: Write and upload all your posts at once.

經驗 3：一次撰寫與上傳所有貼文


Managing a social media campaign is cumbersome and emotionally draining if you try to remember when to post and have to come up with something to write on the spot. Instead, write all your posts at the beginning of the month (or as far out as you feel comfortable, if you’re running a longer campaign), and schedule them to post automatically on the day and at the time you choose. That way, you only have to think about the Facebook page when it sends you an email alert that someone has responded to your post.

如果採用記住貼文的時間並當場撰寫內容的方式，那麼社群媒體活動的管理將極為繁鎖且耗費心力，因此，你可以在月初撰寫所有貼文(如果活動的時間較長，則可在想寫的時候寫)，然後安排時間在選定日期和時間自動貼文。如此一來，僅需在臉書寄發有回應貼文之通知郵件時，再考慮臉書網頁。

Here are instructions for using the scheduling tool, straight from Facebook.com. (Note: When it refers to “your Page’s sharing tool,” it means simply the box where you type in your posts.)

下面是直接從 Facebook.com(臉書網站)擷取的排時工具使用說明。(註：上面提到「您的網頁分享工具」時，係指撰寫貼文的方塊處。)

From your Page's sharing tool:

1. Choose the type of post you want to add to your Page
2. Click the  icon in the lower-left of the sharing tool
3. Choose the future year, month, day, hour and minute when you'd like your post to appear
4. Click **Schedule**



If you choose a date in the past, the post will appear immediately at the appropriate place on your Page's timeline. All times correspond to the current time zone you're in.

We gathered content for posts in **three ways**:

我們採三種途徑來蒐集貼文內容：

1. We had the Facebook initiative announced at all district events, and had an intern call all the club presidents, vice presidents and secretaries inviting them to send information about noteworthy events, projects and people. We then followed up with an email with the appropriate contact information. Thus, the proactive clubs reached out to us when they had content to promote. (If you don't have an intern, buy pizza for your Rotaractors or Interactors and ask them all to bring their cell phones!)  
我們在所有扶輪地區活動上宣布臉書計畫，並請實習生致電全體扶輪社長、副社長和秘書，邀請他們寄發值得注意的活動、計畫和人物相關資訊，並隨後寄發檢附適當聯絡資料的電子郵件。如此一來，若有需要宣傳的內容，扶輪社便可積極地與我們聯絡。(如果沒有實習生，買個比薩給扶輪青年服務團員或扶輪少年服務團員，請大家幫忙打電話吧！)
2. We visited club websites and Facebook pages, and used their content.  
我們造訪扶輪社網站和臉書網頁，並使用其內容。
3. We used stories and content from Rotary.org.  
我們使用 Rotary.org 的故事和內容。

Although a post will always get the most play (both organic and paid) the first day it's posted, we found that we were fine posting just twice a week.

雖然一篇貼文通常在貼出的第一天獲得最多回應(系統化分享和付費機制皆是)，不過我們認為一週貼文兩次即可。

Lesson #4: Long, heartfelt descriptions of Rotary projects get the greatest response—by a

long shot!

經驗 4：針對扶輪計畫提出誠懇的長篇說明，能得到最多回應 – 就長遠來看！

At first, we tried making our content as “digestible” as possible by writing it short and punchy, but it didn’t take long to realize it wasn’t working. Our first breakthrough was a post about a district Friendship Exchange to India, including rich descriptions of their itinerary and its peace-building mission. From that point on, we tried to use each post to drive to the heart of Rotary and the Rotary experience, even if it took a few paragraphs.

一開始我們試著讓內容「易於消化」，所以盡可能簡潔有力，沒過多久就發現這個方法無效。而後，我們率先的突破點是一篇描述前往印度的地區友誼交換貼文，其中包括整趟旅程的豐富描述以及肩負建立和平的使命。從該篇貼文起，我們試著運用直搗扶輪與扶輪經驗核心的貼文，即便內文僅包含幾段文字。

Here are some examples of effective and ineffective ads.

下面是有效和無效的廣告例子。



## Effective Posts

 Service Above Self Minnesota Rotary Clubs Dist 5950 shared a link. February 15 '12

Rotary International is one of the world's most widespread grassroots service organizations, with more than 200 clubs in Minnesota, and 30,000 clubs worldwide.

Because of their joint efforts to eliminate polio, promote literacy and provide water, Rotarians have a personal connection in every country and city around the globe, which, as you can imagine, makes for some memorable vacations.

Right now, a group of Rotarians from Minnesota is traveling throughout India visiting landmarks, humanitarian service sites, and McLeodganj for a private audience with the Dalai Lama. Find details on their blog: <http://intothetheartofindia.wordpress.com/>

Experiences like this are available to anyone who is willing to support service efforts in their community and internationally. If you would like to learn more about how you can be a part of it all, leave a comment below.

Rotary, there's a club near you.



**Into the Heart of India**  
[intothetheartofindia.wordpress.com](http://intothetheartofindia.wordpress.com)  
Rotary District 5950 Group Study Exchange to India

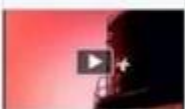
 Service Above Self Minnesota Rotary Clubs Dist 5950 shared a link. February 13 '12

Does peace really have a chance in our lifetime?  
In Rotary, we believe it does.

We encourage high ethical standards and provide humanitarian service all over the globe. Join us on our mission to change the world!

Leave us a comment to find out more about becoming a Rotarian.

Rotary, there is a club near you.  
<http://goo.gl/QHnYI>



**Humanity in Motion Symbols**  
[goo.gl](http://goo.gl)  
Humanity in Motion Symbols

## Ineffective Posts

 Service Above Self Minnesota Rotary Clubs Dist 5950 November 12, 2012 '12

Feel like going on vacation, relaxing at a spa, eating at a nice restaurant or playing golf? The Rotary Club of Maple Grove can give you that and more.

Come to this magnificent silent auction and enjoy dinner and entertainment. Your contribution will forward the efforts of business men and women from the Maple Grove area to continue their community service efforts both locally and globally. <http://goo.gl/v9qlw>



 Service Above Self Minnesota Rotary Clubs Dist 5950 November 15, 2012 '12

Are you in the mood to start a great night with the best beer? Start it at <http://goo.gl/Safze>

The Edna Morningside Rotary Club cordially invites you to the only beer tasting event in the Edina area and one of the first in the Twin Cities. Proceeds will go to the Edna Morningside Rotary Foundation which makes grants to both local and international organizations.



You'll notice that promoting fundraising events got very little response. Our experience was that people wanted to hear about Rotary's mission and hands-on service more than they wanted to hear about its fundraisers or social activities.

從這裡可以注意到，宣傳募款活動的貼文獲得的回應數甚少。根據我們的經驗，人們更想聽到扶輪的使命及實際服務，甚過募款者或社交活動的消息。

## Lesson #5: Always include a picture.

### 經驗 5：記得檢附照片

This has been true of successful promotion since the earliest days of mass communication (or cave men, if you want to make the argument).

從大眾傳播出現以來(或是從山頂洞人時期以來，如果您想爭辯的話)，這一點確實是成功宣傳的真理。

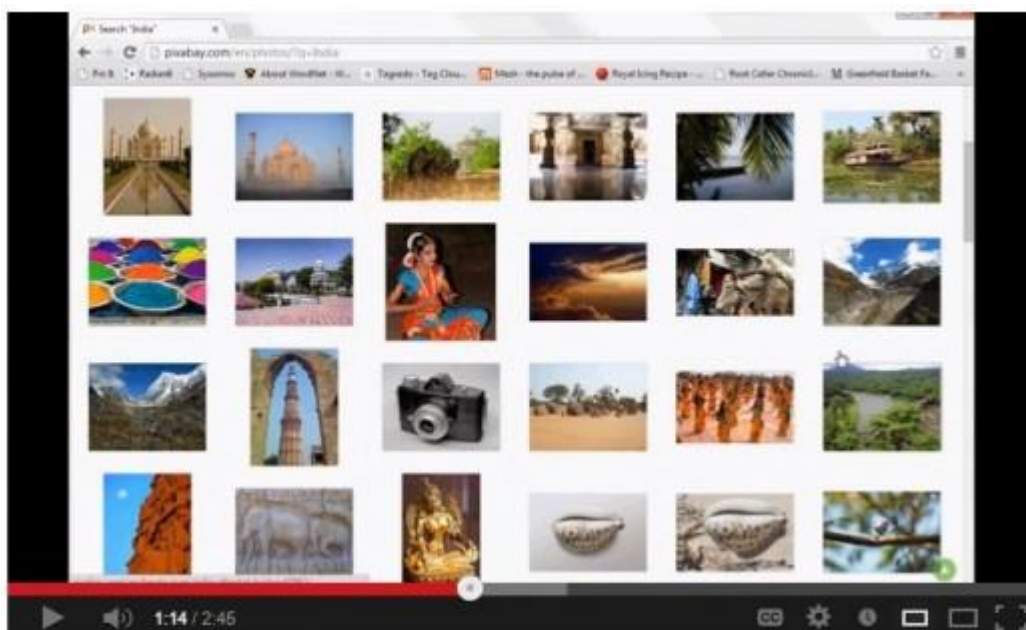
Pictures need to have a few qualities:

照片需要有幾項特質：

1. They need to be relevant.  
必須相關。
2. The central object of the picture needs to be clear.  
照片中央物件必須清楚。
3. The colors and lighting need to be sharp.  
照片色彩和照明必須鮮明。
4. Avoid, whenever possible, pictures of people standing still and smiling. (No one cares about a stand-and-smile picture if the setting is familiar and they don't know anyone in it.)  
盡量避免人們站著微笑的照片。(如果場景看似熟悉但卻不認識當中的任一個人時，沒有人會關心站著微笑的人物照。)

A great place to get high-quality pictures is CreativeCommons.com, a website for royalty-free content. Click on the image below to see a short video about finding and downloading images.

提供優質照片的超棒網頁：CreativeCommons.com，這個網站提供了免權利金之內容。點選下圖觀看如何尋找並下載照片的說明短片。



Just keep in mind that when you use a royalty-free image, you should give credit to the photographer. You can do that by writing their name at the end of your Facebook post like this: Photo (c) Erin Wagner

請牢記一點，在使用免權利金照片時，應感謝拍攝照片的攝影師。你可以在臉書貼文之文末註明攝影師的姓名，如：照片(c) Erin Wagner。

#### Lesson #6: Include a call to action.

經驗 6：記得加入「呼籲行動」的語句

If you want people to ask for information about Rotary, tell them that's what they're supposed to do. They won't mind! Recognizing that people learning about Rotary for the first time might need some hand-holding, we wanted them to reach out to our Facebook team so that we could learn about them, provide engaging Rotary content, and match them with clubs where they would have the greatest likelihood of success. Here are some of the calls to action that we found effective:

如果你希望人們詢問扶輪資料，就告訴他們該怎麼做。他們絕不會在意！瞭解到人們首度得知何謂扶輪時，或許需要一些協助，我們希望他們聯絡我們的臉書小組，這樣我們才能知道他們的存在，進而提供相關扶輪內容，安排最有可能成功的扶輪社。下列是我們發現有效「呼籲行動」的語句：

1. To learn more, leave a comment or send us a message!  
想瞭解進一步消息，請留言或寄信給我們！
2. If you would like to learn more about supporting projects like these, leave a comment or send us a message!  
想知道此類援助計畫的進一步消息，請留言或寄信給我們！
3. To find out what your local Rotary Club is doing, leave a comment or send us a message!  
想瞭解您所在地之扶輪社所從事的活動，請留言或寄信給我們！

#### Lesson #7: Assign multiple administrators.

經驗 7：安排數名管理員

A Facebook page “administrator” is someone who can post and respond to comments and messages as the Facebook page. Administrators can adjust their settings so that they are notified via email any time a comment or message is received. We found that even our most innocent posts managed to disgruntle someone, so it was important that an administrator be available most of the time to delete hostile comments as quickly as possible. Fortunately, with email notifications, it's an easy thing to do.

臉書網頁的「管理員」係指透過臉書網頁形式張貼並回應意見和訊息者。管理員能調整其設定，並在收到留言或訊息時，透過電郵接獲通知。我們發現即使是最為單純的貼文，都可能讓某人感到不快，所以管理員應能夠隨時盡快刪除惡意留言，這點甚為重要。幸運的是，有了電郵通知，這變成了非常容易的事。

#### Lesson #8: Have Rotary information prepared and on hand.

經驗 8：手邊隨時備有扶輪社資訊

Once we started using the above principles on all our posts, we consistently received 3-5

requests for information on each post. To streamline the response process, we wrote two messages to copy and paste—one focusing on the mission and breadth of Rotary, the other focusing on the commitments and opportunities. [Click here to read the messages in full.](#)

一旦所有貼文皆採用上述原則後，我們的每篇貼文會持續收到 3-5 件索取資料的詢問。為了精簡回覆流程，我們撰寫兩種訊息以利複製貼上 — 一種著重在扶輪使命和廣度，另一種著重在承諾和機會。[點選此處以閱讀全文。](#)

To help connect inquirers to clubs where they would have the greatest chance of success, we created a Google Doc with every club's meeting information, contact information, and a list of past and current projects. We also extended a personal invitation to host the inquirer at a Rotary meeting as our guest.

為了協助將詢問者連結至最有可能成功的扶輪社，我們利用了 Google 文件建立所有扶輪社的會議資料、聯絡資料、以及過去和目前推動的計畫。我們亦延伸個人邀請，招待提問者以來賓身分參與扶輪會議。

We chose to use a Google Doc because it allowed all of the Facebook page administrators to add information, and to access the same, updated messages and club descriptions. Click on the image below to see a brief introduction to how we organized this information for easiest access.

我們之所以選用 Google 文件，是為了使所有的臉書網頁管理員追加資料，同時存取資料、更新訊息和扶輪社介紹。請點選下圖的簡短說明，瞭解我們是如何規畫這些資訊以利存取的方式。



Lesson #9: Advertising settings matter.

經驗 9：廣告設定項目

Throughout the campaign, we tested and compared different advertising settings to determine which would bring the best return on investment while requiring the least maintenance. Click on the image below for a quick video about how to set your advertising for optimal results.

我們在整場活動中，測試且比較不同廣告設定，藉此決定哪些項目能帶來最佳投資報酬率，同時所需維護工作最少。請點選下圖以瀏覽短片，瞭解如何設定廣告以獲得最佳成果。



Hopefully, this information will help your club or district use Facebook to attract members who would happily join Rotary, if only they knew it existed and the marvelous work that it does. We're happy to answer questions and share ideas. Just send an email to [erin@houseandhoffman.com](mailto:erin@houseandhoffman.com)!

希望這些資訊能夠幫助貴扶輪社或地區善用臉書，以吸引那些在瞭解扶輪的存在與其從事之非凡工作後，樂於加入扶輪的成員。我們將不吝回答問題並分享意見，歡迎來信至 [erin@houseandhoffman.com](mailto:erin@houseandhoffman.com) !

Yours in Service,  
Erin Hoffman Wagner

Erin Hoffman Wagner  
敬上

## How do you engage Youth Exchange? 如何參與青少年交換？

During New Generations Month, you can celebrate all the ways Rotary develops young leaders by sharing your experiences on social media. Let the world know how you Engage Rotary, Change Lives by using these hashtags on Twitter, Facebook, and Instagram:

在新世代月期間，各位能夠於社群媒體上分享個人經驗，並讚揚扶輪培養年輕領袖的所有方式。請利用在推特、臉書和 Instagram 上的關鍵字，讓整個世界得知您如何加入扶輪並改變人生：

- 1-7 September - #EngageRotaract  
9月1-7日 - #參加扶輪青年服務團
- 8-14 September - #EngageYouthExchange  
9月8-14日 - #參加青少年交換
- 15-21 September - #EngageRYLA



9月15-21日 - #參加青年領袖獎研習營

- 22-18 September - #EngageInteract  
9月18-22日 - #參加扶輪少年服務團

## Presidential New Generations Conferences 新世代社長會議



*Young professionals at the  
Rotaract Preconvention in  
Lisbon*

*參與里斯本扶輪青年服務團  
會前會的年輕專業人員*

A series of Presidential New Generations Conferences is planned this Rotary year, bringing together young leaders and Rotarians in order to highlight ways that Rotary is empowering the next generation of leaders. The conferences, listed below, will

國際扶輪在本扶輪年度規劃了一系列新世代社長會議，讓青年領袖與扶輪社員齊聚一堂，強調扶輪授權予新世代領袖的方式。這些會議將於下列時間舉行，旨在：

- Provide opportunities for emerging leaders to work alongside Rotarians in pursuit of a common goal  
提供機會給新興領袖，與扶輪社員追求相同目標。
- Build momentum for innovative strategies that welcome more young leaders into Rotary  
為創新策略打造動力，歡迎更多青年領袖加入扶輪。

Local clubs can hold similar conferences to connect even more young professionals to Rotary.

本地扶輪社可舉辦類似會議，將更多年輕專業人員與扶輪連繫在一起。

### [Chennai, India](#)

5-6 October

[印度清奈](#)

10月5-6日

### [Kampala, Uganda](#)

5-6 November

[烏干達坎帕拉](#)

11月5-6日

*Buenos Aires, Argentina*

15 March

阿根廷布宜諾斯艾利斯

3月15日

*San Francisco Bay Area, USA*

28-30 March

美國舊金山灣區

3月28-30日

*Birmingham, England*

14 April

英國伯明罕

4月14日

More information will be posted to the [RI President's Facebook page](#) as each event approaches.

[國際扶輪社長臉書網頁](#)在接近各項活動日期時，將公布進一步訊息。

## Update from a United miles winner

聯合航空里程得主相關更新訊息



*Colton, United Miles winner  
from Canada*

*Colton 是來自加拿大的聯合  
航空里程得主*

The four students who received round-trip airfare through United's 10 Million Charity Miles Giveaway are beginning their exchanges this fall.

四名透過聯合航空千萬慈善里程贈送計畫而獲得來回機票的學生，在今年秋天開始了他們的交換生活。

We asked for descriptions of students' lives at home, and here is what the mother of Colton, a student from Canada, had to say: "Colton is looking forward to meeting other students that will be arriving in Poland from other countries, and is looking forward to forming lifelong friendships. He is excited about the opportunities that [the exchange] will bring and the doors it will open for his future. Thank you, Rotary Youth Exchange, for the opportunity to show my son how amazing this world and its people are."

我們徵求學生的居家生活點滴，這是加拿大學生 Colton 的母親所述，她表示：「Colton 期待見到從不同國家抵達波蘭的其他學生，盼望建立終其一生的深摯友誼。他很高興能獲得[交換]

機會，帶領他邁向開創未來之門。感謝扶輪青少年交換計畫提供這個機會，向我兒子證明這個世界和人們是多麼美好。」

We will publish updates from our other winners in future newsletters.

我們將在往後的電子報更新其他得主的訊息。

## Revised survey for Youth Exchange alumni

### 前任青少年交換學生問卷調查修訂版

Do you know students who have recently returned from exchanges with stories to tell? Did you go on an exchange or participate in another Rotary program yourself? We invite all past Rotary program participants to complete our [recently updated survey](#).

各位是否認識最近完成交換計畫返國、並有許多故事想要傾訴的學生？還是您正在進行交換計畫，或是參加其他扶輪計畫？我們邀請所有曾參加扶輪計畫的人，填寫[問卷調查更新版](#)。

## Video: The Best Thing Ever

### 影片：人生中最美好的事



How do you promote Youth Exchange in your area? [Watch this video](#) from North Star Rotary Youth Exchange to see one way Rotarians are promoting the benefits of an exchange experience, and how it could be “the best thing ever” for a student.

如何在所在地區宣傳青少年交換？[請觀看](#)北極星扶輪青少年交換提供的影片，瞭解扶輪社員宣傳交換經驗益處時的方法之一，以及交換經驗如何成為學生「人生中最美好的事」。

## Latest Youth Exchange Directory

### 最新青少年交換名錄

The Youth Exchange Directory is updated and emailed quarterly, but the current version can be downloaded anytime from the Youth Exchange workgroup site. If you are a district or multidistrict chair, you can access the site by clicking on Rotary Workgroups from your profile page after signing into [My Rotary](#). Note: In order to sign in, district and multidistrict chairs must use the same email address they used when they registered for an account.

青少年交換名錄雖為每季更新寄發，但隨時可以從青少年交換工作網站下載最新版。國際扶輪地區與多地區主委可以連上網站，登入[我的扶輪](#)後，從個人資料網頁點選扶輪工作小組頁面下載。註：登入時，地區與多地區主委必須使用註冊帳戶時使用的電子信箱。

If you help administer exchanges and do not have the most recent directory, contact your district or multidistrict chair.

未持有最新版名錄的交換事宜相關行政人員，請向地區或多地區主委索取。

## Answers to your policy questions

### 回答政策彙編問題



The [Rotary Code of Policies](#) (PDF in English) contains details regarding the Youth Exchange program. The most relevant sections are Youth Protection (2.110), District Finances (17.060), and Youth Exchange (41.060).

[扶輪政策彙編](#)(英文版 PDF 檔)收錄了青少年交換計畫相關細部資料。最密切相關的章節為青少年保護(2.110)、扶輪地區財務(17.060)和青少年交換(41.060)。

Translated versions of these sections are available on the Rotary Youth Exchange workgroup site, which district and multidistrict chairs can access by clicking on Rotary Workgroups from your profile page after signing into [My Rotary](#) or by contacting [youthexchange@rotary.org](mailto:youthexchange@rotary.org).

這些章節的翻譯版本，公佈於扶輪青少年交換工作小組網站，扶輪地區與多地區主委可在登入[我的扶輪](#)後，從個人資料網頁點選扶輪工作小組頁面取得，或者來信[youthexchange@rotary.org](mailto:youthexchange@rotary.org)索取。

## Upcoming events

### 近期活動

#### Webinar: Lifecycle of a Service Project (Part 1): Overview and Introduction

網路研討會：服務計畫生命週期(第 1 部分)：概要與簡介



[24 September, 10:00-11:00](#) Chicago time (UTC-5) (English)

芝加哥時間 [9月24日](#)

[10:00-11:00](#)(UTC-5)(英語)

[24 September 18:00-19:00](#) Chicago time (UTC-5) (English)

芝加哥時間 [9月24日](#)

[18:00-19:00](#)(UTC-5)(英語)

[Check your local time](#)

[對照當地時間](#)

Later this month Rotary will begin a five-part webinar series that will highlight strategies, best practices, and Rotary resources available to help clubs and districts undertake successful, sustainable service initiatives. In Part 1:

國際扶輪將於本月下旬舉行一系列網路研討會(涵蓋五個部分)，著重於協助扶輪社和地區推動成功、永續之服務計畫的策略、最佳實務和可用的扶輪資源。在第一部分中：

- Learn how service projects support Rotary's strategic plan  
學習服務計畫是如何支持扶輪策略計畫
- Understand the stages of a service project and the importance of each  
瞭解服務計畫階段和各階段之重要性

- Hear examples of service projects undertaken by Rotarians and Rotaractors, and lessons that participants learned  
聆聽扶輪社員和扶輪青年服務團員從事的服務計畫實例，以及參加者從中學到的經驗。

The webinar is limited to 500 attendees, so register today by clicking on one of the links above. Sessions will be held in October in [French, German, Japanese, Korean, Portuguese, and Spanish](#).

網路研討會僅限 500 人參加，請點選上方任一連結於今日報名。會議將於 10 月採法語、德語、日語、韓語、葡萄牙語與西班牙語進行。

### **RYEA Conference**

*Adelaide, Australia*

18-20 October

[Contact Trevor Stirling](#)

**澳洲扶輪青少年交換(RYEA)會議**

*澳洲阿德雷德*

10 月 18-20 日

[請聯絡 Trevor Stirling](#)

### **[33rd Brazilian YEO Meeting](#)**

*Porto de Galinhas, Brazil*

7-9 November

**[第 33 屆巴西青少年交換委員會會議](#)**

*巴西弗洛里雅諾波利斯*

11 月 7-9 日

### **[2014 NAYEN Conference](#)**

*Cancun, Mexico*

6-9 March

**[2014 年度北美青少年交換網路\(NAYEN\)會議](#)**

*墨西哥坎昆*

3 月 6-9 日

### **[2014 Youth Exchange Officers Preconvention Meeting](#)**

*Sydney, Australia*

30-31 May

All YEOs are invited to register for a [tour of Australia](#) 23-28 May, organized by the 2013-14 Youth Exchange Committee and the Host Organizing Committee.

**[2014 年度青少年交換委員會前會](#)**

*澳洲雪梨*

5 月 30-31 日

全體青少年交換委員受邀參加 2013-14 年度青少年交換委員會和主辦委員會規劃，在 5 月 23-28 日舉行的[澳洲之旅](#)。

Do you know of an event we should add to this list? Email us at [youthexchange@rotary.org](mailto:youthexchange@rotary.org).

您是否知道任何需要追加的活動？請來信 [youthexchange@rotary.org](mailto:youthexchange@rotary.org)。



## Contact us

聯絡我們

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國際扶輪青少年交換委員聯絡資料

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