



# 東風

# Rotary



Club of

Hong Kong Island East

# TUNG FENG

Vol.69 No.08

6 October 2021

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Rico Fung

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### **Last Meeting: Bernie Wong - Social Stand - Perspectives on Digital Marketing**

Meeting called to order at 1:00 PM

President Bernard started the meeting with announcements.

It was a very happy meeting because we sang happy birthday to our very splendid PP William, Rtn. Christopher Wang PP Henry was the song leader. P Bernard introduced the speaker.



Bernie Wong is a creative digital and social media marketing professional who has worked with such Fortune 500 brands.

#### Definition of Digital Marketing:

Digital marketing is the use of the Internet, mobile devices, [social media](#), search engines, and other channels to reach consumers. Some [marketing](#) experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

Bernie shared that the key to taking a good "Social Stand" on Social Media/Digital Marketing is through telling a narrative, through engaging with your audience which will unleash the power of your brand.

He focuses on online and social media marketing and advertising initiatives, viewing all digital disruptions as opportunities for brands to grow and catapult themselves into the future.

Bernie emphasized Facebook, Instagram and WeChat as the digital and social media platforms of choice for initiatives.

Bernie is always eager to share his knowledge and spark fresh ideas about digital marketing and advertising into others - especially in Rotary.

PP Nancy thanked the speaker

President Bernard presented End Polio Bears that he bought to support the End Polio Fund.

Red box: HK\$1,100  
Meeting adjourned at 2:00 P.M.

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THE ROTARY CLUB OF HONG KONG ISLAND EAST



香港東區扶輪社週報

Club 16340 District 3450 Chartered on 06 April, 1954 by  
Charter President PDG (Uncle) John Yuen



Out and About






主辦機構  藝術扶善慈善基金會有限公司  
 Seeds of Art Charity Foundation Co. Ltd  
 生命樂聲慈善基金會有限公司  
 Eternal Life Music Charity Foundation Ltd

# 2021 擁抱愛·愛擁抱

## 慈善音樂會 入場門票

日期：3/10/2021 時間：晚上7時 地點：美孚社區會堂

冠名贊助  金贊助  文化傳播有限公司  
 Global Media Pacific Limited 網贊助  Rotary  
 Club of Hong Kong Island East





## Happy Birthday to our Splendid October Boys

October 2nd: PP Jonathan

October 13th: Rtn. Francis

October 7th: Rtn. Charles Bien

October 30th: PE John Poon



### **Norm MacDonald's Famous Joke:**

“A moth goes into a podiatrist’s office, and the podiatrist’s office says, “What seems to be the problem, moth?”

The moth says “What’s the problem? Where do I begin, man? I go to work for Gregory Illinivich, and all day long I work. Honestly doc, I don’t even know what I’m doing anymore. I don’t even know if Gregory Illinivich knows. He only knows that he has power over me, and that seems to bring him happiness. But I don’t know, I wake up in a malaise, and I walk here and there... at night I...I sometimes wake up and I turn to some old lady in my bed that’s on my arm. A lady that I once loved, doc. I don’t know where to turn to. My youngest, Alexandria, she fell in the...in the cold of last year. The cold took her down, as it did many of us. And my other boy, and this is the hardest pill to swallow, doc. My other boy, Gregarro Ivinilitavitch... I no longer love him. As much as it pains me to say, when I look in his eyes, all I see is the same cowardice that I... that I catch when I take a glimpse of my own face in the mirror. If only I wasn’t such a coward, then perhaps...perhaps I could bring myself to reach over to that cocked and loaded gun that lays on the bedside behind me and end this hellish facade once and for all...Doc, sometimes I feel like a spider, even though I’m a moth, just barely hanging on to my web with an everlasting fire underneath me. I’m not feeling good. And so the doctor says, “Moth, man, you’re troubled. But you should be seeing a psychiatrist. Why on earth did you come here?”

And the moth says, “Cause the light was on.”

**Club postal address** : P.O.Box 47064, Morrison Hill Post Office, Hong Kong

**Meeting Venue** : Regal HK Hotel, Causeway Bay, Hong Kong

**Meeting Schedules** : Every 1st and 3rd Wednesday at 12:30 pm

**Website** : <http://hk.ie.rotary3450.org/>