



Title: Communications Committee Board Report Jan. 2019

From: Kat Bunyan McClendon, Social Media; Sandra Cronk, Email; Sheena Poole, Website

Date: December 28. 2018

To: The Zonta International District 4 Board

Purpose of the report (please mark as many as applicable):

For Information

For Discussion

For decision

Facts (Information)

This section can contain activities since the last report, factual information to be brought to the Board regarding issues from Clubs or from Committees, other matters.

If the report is a follow-up to a previous report, refer to the date, title, and decisions of the previous report.

Initiative	Specific Actions	Highlights/Challenges
Best Practices	Team developed Communication best practices for use by District officers & committees	See attached document. Board Meeting Speaking Points
Active Website	Posting of events on D4 calendar & "Recent News".	Highlight: clubs requesting posting on site
	Posting of D4 Board & Committee Reports	
D4 New Website Development Status	95% <u>draft</u> of website Development response: 25% by committees & 0% by board.	Challenge: to have board & committees provide content for further development. Highlight: Great response by those committees engaged.
D4 New Website Launch contingent on:	50% of Committee Areas <u>fully</u> developed. 70% response by D4 Board to populate specific content or their areas.	Challenge: without content and approval of designated areas by committees & Board the website will be further delayed in launching. No changes since Nov. board meeting.
Email notifications to and from D4 members, D4 clubs, and D4.	Developed a template in Mailchimp to be sent to all D4 members in the database. Can accept notices and events, and cut and paste into the form and send weekly.	Highlights: Have access to stats about how many openings, clicks etc. Around 35% opening is the norm. Challenge: Getting past some spam filters, keeping the database up to date.
Email 16 Days Facts from ZC Brampton Caledon	Ellen Blahitka from ZC B-C produces fact sheet for each day of 16 Days. It was circulated to all D4 Members.	Highlights: Several hundred Zonta members received this great information (with a Canadian slant). Challenge: Given the task late so a few days of catch up overwhelmed some members who unsubscribed from list and used more emails in a weekly period than allowed in free version.

Social Media	Facebook /Twitter	Will be presenting an outline for social media usage. Including guidelines with the do's and don't of the utilization of pictures, quotes, reposting, and how to create effective posts .
Communications		
Initiate the development & implementation of a communication plan	Next Quarter	
Specific D4 Communication Tools	How to "like another Page as my Page" Ongoing posting of information	
Investigation of online meeting program for D4 board & committee use		Still reviewing, so far have examined over 20 different 'free' webinar hosting sites/apps. The most comprehensive one found so far is Zoom.

<p>Motion This section includes the motion (s) if any for the Board to discuss and vote on.</p>	
<p>Rationale This section includes the rationale of the motion</p>	
<p>Evaluation (Discussion) As board member, and voice of Clubs and committees, express the pros and cons of the motion (s) presented.</p> <p>Please be clear about:</p> <ul style="list-style-type: none"> • The challenge the proposal addresses • Stakeholders who will benefit and how • Added value to Zonta 	
<p>Supporting Documentation List any attachments to be considered as part of this report.</p>	See attached document. Board Meeting Speaking Points