



Title: Communications Committee Board Report Sept. 2018

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

Date: September date, 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
Website		
Update existing website.	Remove outdated information from existing website.	Request a review and identification of outdated or ineffective website content by appropriated elected officers and committees.
D4 website update.	The investigation & development of a new website. Identification of primary & secondary user and sites purpose.	Selection of a website program that meets the needs of D4 as a primary and the public as a secondary audience. Approval of website by elected officers.
Utilize the website as a tool to empower elected officers and D4 committees to communicate and engage D4 clubs and members in their field of expertise.	Develop an effective & efficient website for the D4 board & committees to regularly contribute content that encourages use by D4 clubs, members and committees.	Challenge: to have contributors regularly provide content for the website.
Utilize the site to acknowledge and promote club events, activities & initiatives.	Regularly post content provided by D4 members that engages D4 members to regularly visit website.	Challenge: to regularly receive content by D4 members to post.
An engaging and enjoyable website for the public to better understand Zonta (D4), its purpose and the local and global reach of the organization.	Highlight events and achievements of D4 clubs, members, committees and elected officers. A source of public information that promotes Zonta's Centennial anniversary and D4's place in its history.	Public promotion of D4; who and what we are, and Zonta's 100 and district wide events and activities during the biennium.

Initiative	Specific Actions	Highlights/Challenges
Website		
D4 Communication plan with assistance of board & committees.	Initiate the development & implementation of a communication plan.	To ensure a clear & concise plan for all communication platforms, so contributing members know when & how content can be submitted to the communication committee members.
Specific D4 Communication Tools	Initiate the development of District communications tools as necessary.	To promote consistent messaging across the District.
Update google map of clubs on D4 website	Will be asking AD's to confirm each club meeting location etc so can be updated on map.	Communication as issue- to update club meeting locations, club generic email address, confirm meeting date (which shouldn't change)
Email		
Update generic D4 emails	Removed all forwarding from each previous D4 board/committee members and manually set up each new person.	List changed so some had to be done several times. Reluctance by some members to use these. Need to find a way to send as well as receive from these addresses.
Update generic email groups	Changed emails in groups- clubs@...board@... And committees@zontadistrict4.org .	Difficult to ascertain what a club is using as its generic email address- could be different on D4 website, club website and ZI website.
Email Etiquette	<ul style="list-style-type: none"> Request to elected officers and D4 committees to add "Zonta D4" in email subject line. When using D4 group emails consider identifying a specific person or topic in the subject line. Do not "reply all" when responding to an email concerning a personal nature or comments not important to all included in the email. 	<ul style="list-style-type: none"> Appropriate subject line ensures emails are received by intended individuals (not everyone may know who you are,) given proper priority, and not deleted or automatically sent to junk mail. Group emails go to a number of individuals; be specific with email subject. Respectfully, not everyone needs to know that you appreciated the email.
Social Media		
Facebook	Created a plan for a theme for monthly posts from ZI and other 'like-minded' organizations	Likes and shares are important to keep Zonta high in your newsfeed. We get a lot of views but not likes and shares.
	Create Events for clubs	Need Clubs with Facebook pages to 'follow' D4 page. This will allow for 'sharing' the event created directly to club Facebook page
Twitter	More likes and retweets	Clubs with twitter need to follow D4 - @ZontaD4 – this allows D4 to like and retweet your clubs tweets

	Create #'s	Need input on themes for #'s or perhaps a signature # that can put on all our communication. E.g. #empowerwomen
Instagram	Does the District want to do this?	
ALL Social Media	Implied Consent	Any pictures, events or tweets shared with the communication team would like to operate under the assumption that those featured have consented through their club to have the information posted on Social Media and D4 website. Does the board agree?
Comments		

Motion

This section includes the motion (s) if any for the Board to discuss and vote on.

Rationale

This section includes the rationale of the motion

Evaluation (Discussion)

As board member, and voice of Clubs and committees, express the pros and cons of the motion (s) presented.

Please be clear about:

- The challenge the proposal addresses
- Stakeholders who will benefit and how
- Added value to Zonta

Supporting Documentation

List any attachments to be considered as part of this report.