



Title: Communications Committee Board Report May 2019

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

Date: Saturday, May 11, 2019

To: The Zonta International District 4 Board

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

For Information

2 Questions 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
<p>Goal 1 Our Committee will be the 'tool' that will facilitate the sharing of information from the Board and Committees.</p>	<p>Public promotion of D4; who and what we are, and Zonta's 100 and district wide events and activities during the biennium. Regularly posting content provided by D4 members that engages D4 members to regularly visit District website & Facebook & Twitter accounts.</p>	<p>Highlight: Increase in club promotion of events for posting on Social Media sites, E-News & website.</p>
	<p>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.</p>	<p>Challenge: Receiving of information of post clubs' event successes.</p>
<p>Goal 2 Our Committee will provide resources to support Committees, Area Directors and Clubs. Our support will include the following:</p>	<p>New dynamic website that relies heavily on content provide from the Board, Committees and Clubs</p>	<p>Highlight Goal Achieved: New District website went live on Wednesday, April 10, 2019</p>
	<p>Creating a Media kit to assist the Board, Committee and Clubs.</p>	<p>Highlight Goal Achieved: Created Centennial Media Kit for this biennium to be used by clubs for Centennial events and general activities.</p>
	<p>Development of E-News to reduces excessive emails to district members</p>	<p>Highlight Goal Achieved: E-News averages over 45% open rate. More clubs are sending in their events.</p>

Initiative	Specific Actions	Highlights/Challenges
	Investigate hosting webinars. The free options will be researched first and then if necessary, we may seek financial support	Highlight Goal Achieved: Investigated and purchased Go To Meetings for one year as trial. Board & Clubs to use as they see fit. Contact D4 Communications to schedule meeting.
	Provide a Communication session if requested at Workshops (Hands on Social Media usage & Website usage and navigation)	Highlight Goal Achieved
Goal 3 District 4 Email		
Update generic D4 emails	Removed all forwarding from each previous D4 board/committee members and manually set up each new person.	Highlight Goal Achieved <u>Note:</u> Unable to send as well as receive from these addresses.
Update generic email groups	Changed emails in groups- clubs@...board@... And committees@zontadistrict4.org .	Highlight Goal Achieved
Goal 4 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. Analytics show that our posts are getting slightly more shares over the past few months. We still have more work to do.
Twitter	More likes and retweets	Clubs with twitter need to follow D4 - @ZontaD4 – this allows D4 to like and retweet your club's tweets
Instagram	Does the District want to do this?	No response received. Will continue to concentrate on Facebook and Twitter until more interest is expressed for this medium.
ALL Social Media	Will create a document of guidelines & tips for using Social Media.	Once finalized it will be shared in an eNews bulletin. Information will be added based on the comments from the Spring Workshops. (e.g. copyright free images and music). Ensuring that club accounts are 'not' personal but created with the club email and that the access information (login and passwords) are shared with the club Board or President at the very minimum.

Continuing Goals set for 2019 - 2020		
Initiative	Specific Actions	Highlights/Challenges
Goal 1: 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.
Goal 2: Specific D4 Communication Tools	Initiate the development of District communications tools as necessary. (Email Etiquette)	To promote consistent messaging across the District.
Goal 3: Create Update google map of clubs on new 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)
Goal 4: Investigate online forums for district	Investigate Feasibility: create website forums for posting questions & networking between club members, chairs & district.	Highlight: We have Go To Meeting. This may be sufficient. Asked about Service & Communication opportunities at Workshop.
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/Discussion	Ask Board & ADs	
ALL Social Media	Problem at club level with only one-or two-members having access to a club's social media accounts. Should the Communications committee have access to the clubs' websites, Facebook, twitter and Instagram accounts? <i>Does the board agree?</i>	
2019-2020 Goal 3 Website Map of Clubs	<i>Is this a desired feature on the D4 site?</i>	
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: <ul style="list-style-type: none"> • 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.		