



Title: Communications Committee Board Report September 2019

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

Date: Sunday, September 29, 2019

To: The Zonta International District 4 Board

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

For Information

1 Questions For Discussion

2 Motions 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
Communications		
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.
Website		
Copyright Issue	Targeting of clubs by the company PicRights for unauthorized use of images on websites	Please see the attached document. PicRights website link
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: Online Event Registration & Tracking program	Event Espresso® Updated and used for D4 Conference. Offer program to D4 clubs for club event registrations.	Highlight: Online D4 Conference registration & tracking was used by 102 members.
Goal 5: 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.
Social Media		
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.

Discussion

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?

Motion 1

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

THAT any images, event content or tweets shared with the District 4 Communication Committee have been obtained through authorized sources and those featured in such material have consented through their club to have the information posted on Social Media and Zonta websites.

Rationale 1

This section includes the rationale of the motion

- D4 Communication is subject potential legal threats if posting unauthorized content. Committee members must be confident that what they are posting has been approved.

Evaluation 1 (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

Motion 2

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

THAT District 4 is not legally or financially responsible for any complaints of infringement by non Zonta agencies or third-party companies resulting from posting of content on District 4 media channels supplied by District 4 clubs or members, nor issues arising from infringement by clubs on their own media channels.

<p>Rationale 2 This section includes the rationale of the motion</p>	<p>Issues arising at club level need to be addressed by the club executive and its members. Just as Zonta International will not take responsibility for club infringement, neither will District 4.</p>
<p>Evaluation 2 (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>	<p>District 4 Communications (Word Document) Nov. 2019</p>