



Title: Communications Committee Board Report January 2020

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

Date: Monday, January 14, 2020

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		
Communications to District Board/Members	Communication approval by Governor	All district committee communications to District Communications Committee for distributed to District/District members should also cc the Governor to ensure appropriate information is being circulated.
Goal 1: D4 Communication plan with assistance of board & committees.	Initiate the development & implementation of a communication plan.	Not yet initiated. 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)	In progress. To promote consistent messaging across the District.
Website		
Copyright Issue	E-News to D4 members to updated on PicRights targeting of D4 Zonta clubs	Distribution delayed until January 2020 due to excessive communications during 16 Days of Activism and Christmas holiday time.
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.	Not initiated. 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.	Program being used for Reading Group
Goal 5: Investigate online forums for district	Investigate Feasibility: create website forums for posting questions & networking	Highlight: We have Go To Meeting. This may be sufficient.

	between club members, chairs & district.	
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

Motion 1

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

Rationale 1

This section includes the rationale of the motion

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

Supporting Documentation

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