



**Title:** Communications Committee Final Board Report May 2020

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**Date:** Wednesday, May 13, 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
<p><b>Goal 1</b> Our Committee will be the 'tool' that will facilitate the sharing of information from the Board and Committees.</p>	<p>a) New website that relies heavily on content provide from the Board, Committees and Clubs.</p>	<p>New website went live in Feb. 2019.</p> <ul style="list-style-type: none"> <li>• Hosting site for committee and board content.</li> <li>• Conference webpages &amp; online registration option.</li> <li>• Promote club events &amp; activities, recognizing award winners through posts.</li> </ul> <p>Majority of committees not submitting content to populate their committee pages.</p>
	<p>b) Provide a Communication sessions at Workshops (Hands on Social Media usage &amp; Website usage and navigation)</p>	<p>ZI &amp; D4 website navigation &amp; social media sessions offered at 2019 workshops and conference received positive feedback.</p>
	<p>c) Online Event Registration &amp; Tracking program</p>	<p>Purchased Event Espresso® for hosting online registration for conference, D4 Reading Group &amp; Learning Modules.</p>
	<p>c) Investigate hosting webinars. The free options will be researched first and then if necessary, we may seek financial support.</p>	<p>D4 purchased GoToMeeting® for hosting online meetings. Selection enabled more capabilities for less cost than Zoom. Initially GTM, used for online board meetings. COVID-19: GTM enabled all clubs to meet (board &amp; club) online at no cost, 82 meetings were held until May 16; a means of hosting workshop learning sessions. Some are finding Zoom easier to use.</p>
	<p>d) Utilized MailChimp® (free) to control communications to D4 members.</p>	<p>MailChimp offered members a professional &amp; personally addressed communication for use by D4 committees, board &amp; clubs to promote, notify and inform. Mailings were scheduled</p>

		to avoid overwhelming members with information.
<b>Goal 2:</b> Committee to provide resources to support Committees, Area Directors and Clubs.	Creating a Media kit that will assist the Board, Committee and Clubs with guidelines for submitting information to the Communication team so that we can share the information in a timely and efficient manner.	Developed D4 Centennial Media kit for clubs to use highlighting district and history with links to promotional resources in line with ZI branding.
<b>Centennial Promotion</b>	Encourage the use of the Centennial logo on club websites, and social media accounts and any correspondence during the biennium. Create a tracking map that will provide updates on where the 'travelling' flags has been and is going (live and interactive)	Centennial logo used on most D4 communications, website, E-News, & social media. A "tracking Map" was not developed.  D4 homepage highlighted each area and their clubs' centennial activities using submitted images.
<b>Goal 3:</b> D4 Communication plan with assistance of board & committees.	Initiate the development & implementation of a communication plan.	<b>Not initiated.</b> 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.
<b>Goal 4:</b> Specific D4 Communication Tools	Initiate the development of District communications tools as necessary.	Developed as needed to promote consistent messaging across the District. Email Etiquette, copyright infringement videos, using GoToMeeting & social media tools.
	Copyright Infringement	January 2020 E-News & website video updating of targeting of D4 Zonta clubs.
<b>Goal 3:</b> 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.	<b>Not initiated.</b>
<b>Goal 4:</b> Investigate website forums for district	Investigate Feasibility: create website forums for posting questions & networking between club members, chairs & district.	<b>Highlight:</b> We have GoToMeeting has been used by committees to meet online. Opportunity to further investigation forums for specific use on website.
<b>Social Media</b>		
<b>Twitter</b>	More likes and retweets	Clubs with twitter need to follow D4 - @ZontaD4 – this allows D4 to like and retweet your club's tweets

<b>Instagram</b>	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.
<b>ALL Social Media</b>	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.