

# Use All Media to Highlight Zonta in Your Community



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**District 4**

*Advancing the Status of Women Worldwide*

# Presenters

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# Where Are We Now?

- Does your Club NOT have a Website?
- Does your Club NOT have a Facebook Page?
- Do you have a personal Facebook profile?
- Do you use Twitter?
- Does your Club use Twitter?
- Do you use LinkedIn?



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# Why Do We need a Presence on the Web?

- build our brand
- so we are searchable
- to engage people to join our clubs
- attract supporters of our projects



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# Technology is in constant flux

- No customer service
- Too many free tools
- Always needs updating
- Always new tools to try



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# **Remember this when building your Zonta Team**

**Need some “techy, nerdy, geeky,  
artistic, computer type”  
new members**



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# Overview of Web Activity

## Web 1.0

### Broadcast Web

- Websites- began in mid 1990's
- Evolved since then
- Still most important web presence



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# Current Websites

- Information Overload!
- Simple and streamlined
- Very little text
- Bigger images
- Images which represent your cause
- Links to Facebook and Twitter
- Join our e-newsletter



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# **Web 2.0**

## **Social Web**

- **Started in 2003**
- **MySpace, Facebook, LinkedIn**
- **Flickr, Foursquare, Pinterest**
- **YouTube, Twitter, GooglePlus**



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# Why Use Social Media

- **Interactive**
- **Build relationships with members**
- **Inspire our supporters**
- **Extremely widespread**
- **Let world know about our Zonta projects**
- **Easy to use**



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# **Web 3.0**

## **Mobile Web**

- Shows on 2 inch screen vs 12 to 24 inches
- In US 2011, 1 in 4 only accessed the internet on a mobile device
- 2012- estimate 1/3 of users
- Will take over desktops by 2015



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# Where to start!!!!!!!!!!!!!!!!!!!!!!

- ZI Guidelines
- Square avatar or symbol
- Same on all platforms
- ZI gives club logo but it gets cropped
- Suggest Zonta emblem
- Consistent name of pages, user, handle



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- **Zonta International effectively uses Social Media**
- **Good place to start is by clicking around on their official pages**
- **Check them out in the upper right corner of their home page**



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## WHO WE ARE

### ABOUT ZONTA INTERNATIONAL

Founded in 1919, Zonta International is a global organization of executives and professionals working together to advance the status of women worldwide through service and advocacy. With more than 30,000 members belonging to more than 1,200 Zonta Clubs in 64 countries and geographic areas, Zontians all over the world volunteer their time, talents and support to local and international service projects, as well as scholarship programs aimed at fulfilling Zonta's mission and objectives.

### OBJECTIVES

- To improve the legal, political, economic, educational, health and professional status of women at the global and local level through service and advocacy.
- To work for the advancement of understanding, goodwill and peace through a world fellowship of executives in business and the professions.
- To promote justice and universal respect for human rights and fundamental freedoms.
- To be united internationally to foster high ethical standards, to implement service programs, and to provide mutual support and fellowship for members who serve their communities, their nations, and the world.

Zonta International, its districts and its clubs are nonsectarian and nonpartisan.



# Facebook



- **Founded 2004**

## March 2013 stats from Facebook site

- **1.11 billion monthly active users**
- **751 million monthly users used mobile products**
- **655 million daily active users**



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# People



- One profile per person
- Must use own name
- Have “Friends”- both must agree
- Check privacy settings
- Can host groups or pages



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# Facebook Groups



- Collection of users
- Share information
- Can be secret, secure or open



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# Facebook Page



- Sponsored by a person
- Pages have “Fans”
- Must “like” a page if you want to interact
- Anyone can see a Facebook Page
- Zonta Clubs should have a page, not be a “person”



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# Why Do We Want a Facebook Page?



- Searchable
- Drive people to our website
- Build an e-newsletter list
- Improve Search Engine results
- Interact with the public



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- Don't post too often
- Success stories
- Photos and videos
- Inspirational stories
- Breaking news
- Calls to action



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- **Easy to set up a page, but not so easy to collect fans**
- **“Like” your own status updates**
- **“Like” your sponsors and donors**
- **“Like” other Zonta Clubs and ZI**
- **Add Facebook icon and a link to email signature, newsletter, thank you letters**
- **More than 1 administrator**



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# TWITTER



- **Founded Mar 2006**
- **Currently nearing 500,000,000 users**
- **Send messages (tweets) of 140 characters**
- **Breaking news tool- not social interaction**
- **Majority of users are “observers”**
- **Tweets are public. Anyone can go to  
Twitter see what people are saying**



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# Twitter Speak



- **Twitterverse (Universe)**
- **Tweets**
- **Follow or Unfollow**
- **RT (Retweet)**
- **Trending**
- **Hashtags (#)**



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## Next Steps

- Identify who on your Zonta team will champion the project
- Have line in budget
- Don't need to be an expert
- Free or inexpensive webinars
- Courses at local college



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# Next Steps

- Technology meeting
- We can all help each other
- Be enthusiastic and have fun



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