



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

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
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		
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.
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	No response from Board on Questions posed at May board meeting
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>	