

Zonta District 4 Social Media Guidelines

Identify where you want your event or post to be shared. Since Facebook and Twitter are 'pushed' based Social Media, Kat will only post *Events* unless otherwise stated. For example, if your club assembled Birthing Kits and you want the group picture posted on Facebook or Tweeted it is imperative that you indicated this (keeping in mind the guides lines above). The Communication Committee will be working on the *assumption* that any image(s) and content is free and clear to use as per above. Also, that the individuals in the photo have consented to their image being posted on Social Media.

✓	E-News
✓	District Website
✓	District Facebook
✓	District Twitter

E-News guidelines

✓	Source & Purpose	<ul style="list-style-type: none"> ➤ ID - District Committee communication (CC Governor) or Club communication to promote event or initiative ➤ reason for communication (brief) ➤ Contact person
✓	Picture(s)	Clear image and approved photo(s) in .jpg or .png
✓	Posters	Format into .jpg or .png
✓	Title	Engaging & Descriptive Title
✓	Content	Word or PDF format

Website guidelines

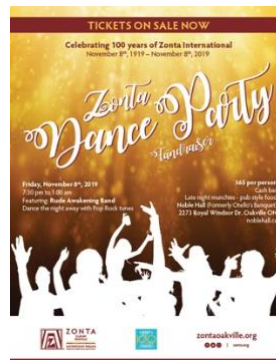
✓	Picture(s)	Clear image and approved photo(s) in .jpg or .png
✓	Caption	Date, place/venue, persons in picture (Left to right), situation/action, photographer's name or Zonta member
✓	Posters	Format posters from PDF into .jpg or .png
✓	Title	Engaging & Descriptive Title (60 characters)
✓	Description	Short descriptive "blurb" about event, initiative, etc. (160 characters - #s can be found in Word Document - Tools - word count)
✓	Content	<ul style="list-style-type: none"> ➤ Club ➤ Event/Situation/Initiative ➤ Concentrate on the What, Where, Who & Why

Example:

Image/Poster: format .jpg or .png



Small image - used for post image on D4 home page



Full size image - used on Post page

Title: Zonta Club of Oakville Invites You to their Dance Party on Nov. 8, 2019

Brief Description: The Zonta Club of Oakville would like to invite you to our November Dance Party - to celebrate 100 years of Zonta International, and 46 years of the Zonta Club of Oakville.

Content:

The Zonta Club of Oakville would like to invite you to our November Dance Party - to celebrate 100 years of Zonta International, and 46 years of the Zonta Club of Oakville.

This special fundraising event is open to everyone! Bring your friends, enjoy Rude Awakening Band, food stations, a cash bar, and of course - dancing!

Purchase tickets today from a Zonta member or by our email tickets@zontaoakville.org. We hope to see you on November 8th!

Picture & Caption Example:



OIL CITY-FRANKLIN MEMBERS ON OIL CITY CENTER BRIDGE

Pictured from left to right: Zonta members Kay Ensle, Betsy Kellner, Deb Lutz, Rebekah Deal, Sallie Johnson, and Charlene Huber. Photo taken on Date by Zonta member.

Facebook Post guidelines

✓	Picture(s)	Clear photo(s) that tells a 'story'
✓	Content	<ul style="list-style-type: none">➤ Club➤ A brief blurb about the photo/post➤ Concentrate on the What, Where and Who

Sample:



Our club is still seeking donations for our hygiene kits service project. The hygiene kits will be given to the various agencies that help women in our community.

The items can be dropped off at the Lewiston Presbyterian Church (5th & Cayuga St., Tues to Thurs, 9am to 3pm) or given to any member of our club.

We are missing a few items:

Small comb & brush
travel toothbrush & toothpaste

Our goal is to have the kits assembled and delivered to our community agencies by mid-December.

The contents of a complete hygiene Kits for Women:

Travel Sized -
Tooth brush & Tooth Paste
Shampoo & Conditioner
Deodorant
Body Lotion
Small Comb & brush
Disposable Razors - 2
Sanitary Pads -2 Individually wrapped

If you need further information, please feel free to email our club at info@zontanfny.com. Our visit our website: www.zontanfny.com under Service Projects

Facebook Event guidelines

✓	Heading	Something catchy – a maximum of 64 characters
✓	Picture	You can use the Event flyer but keep in mind it may be cropped in order to fit the 1200 x 675 pixel size. The image may be cropped in the preview of the Event, however once the image is clicked on, the full Event poster will be visible to the viewer.
✓	What is it about	Purpose of the Event. Is it a Membership drive or a Fundraiser?
✓	When is it	Date and Time
✓	Where is it	Full address. The <i>maps</i> interface will add the venue information automatically
✓	Cost	Price, is there an early bird discount, is there a different cost for groups or young children.
✓	Contact	Preferably a club email address. Remember this is Social Media and you may not want to have your personal email or phone number posted on the Internet. Gmail accounts are quick, easy and free to create if your club does not have one.

Sample:

Tuesday, March 5th, 2019
Doors open at 5:30pm, Dinner 6:30pm

Burlington Convention Center
1120 Burloak Dr. Burlington

Ticket price \$100.00
Early Bird ticket purchasers \$85.00
(purchase ticket before January 29th, 2019)
Ticket price includes one chance to win the door prize of a fine piece of diamond & gold jewelry, designed and created by ItaliaBoutique.

Keynote speaker
Catriona Le May Doan
Top Free Olympic Champion

ZONTA CELEBRATES
International Women's Day

MAR 5 Zonta Celebrates International Women's Day
Public · Hosted by Zonta District 4 and Zonta Club Of Oakville

★ Interested ✓ Going Share ▾ ...

📅 Tuesday, March 5, 2019 at 5:30 PM – 8:30 PM

📍 Burlington Convention Centre
1120 Burloak Drive, Burlington, Ontario L7L 6P8 [Show Map](#)

🎟 Tickets [zontaokville.org](#) [Find Tickets](#)

Tweet guidelines

Most Tweets are initiated by clubs and I will simply retweet them. When you are tweeting please ensure that you add #ZontaD4 in addition to your own hashtags. While I do monitor twitter, I may miss tweets from some clubs if they do not include the D4 hashtag.

✓	Pictures	Recommended but not necessary
✓	Content	A brief empowering tweet or information you want to share. There is a 280 character limit.
✓	Hashtags	Include #ZontaD4

Sample:

