



## Attract Low-cost Media Attention for Zonta

Guide to promote activities, to make Zonta known locally, and to position Zonta as a partner working in the community empowering women and girls. Topics can include Service, Advocacy, Events, Membership, News about Club, District, Zonta International and Like-minded Organizations

### Starting Point

- (1) Create a calendar of club, district and international activities mapped out for the next several months around these LOCAL and GLOBAL topics: Service, Advocacy, Fundraising, Membership, News about Club /District /ZI /Like-minded Organizations
- (2) Appoint a Communication Team - members and/or supporters - who are open to learning and having fun. Tip: children, grandkids, students interested in communications can be honorary members of your club by helping you out!
- (3) Review the Zonta website to get familiar with the wealth of information and photos available to use in your publicity efforts. (also see [#Hashtags and Prompt Suggestions](#))
- (4) Develop a strategy – map out frequency, mix of topics, and sharing of responsibility for publishing.

**Social Media** - The basis of social media is interaction and participation. It requires your attention and immediate response.

(1) Choose one or more channels that make sense to your "target" audience and the Communication Team.

Facebook - shows your personality and activities ([https://www.wikihow.com/Use-Facebook#Getting\\_Started\\_sub](https://www.wikihow.com/Use-Facebook#Getting_Started_sub))

LinkedIn - business contacts, sharing knowledge

Twitter - short statements and debates

Instagram - picture sharing

Snapchat - younger generations platform (IRL - In Real Life)

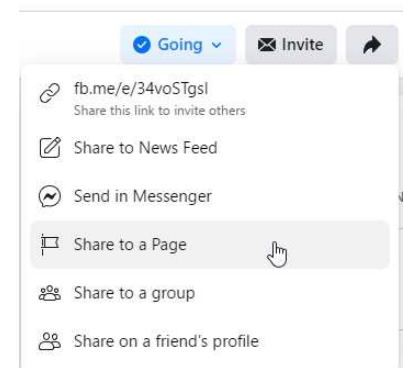
YouTube - for film and live presentations

(2) Tips from Ari Taylor, Sandy Carroll, Mary Knight – **any of whom can assist you if you have any questions on getting started!**

- Keep writing short, use proper punctuation and stick to Zonta values and messaging
- Include a Call To Action (CTA) to engage reader and connect: support, attend, email, apply, donate, join us, share
- Use #Hashtags to amplify messages/topics, and encourage sharing; tag a business or location, or partner, etc.
- Respond quickly to likes, comments and questions to keep the conversation going and increase visibility
- Automate posting on all platforms (Instagram and Facebook share) – these two span almost every age range-save TikTok
- Use eye-catching pictures/videos that underline the message (action-oriented, thought provoking)
- Take content from others - Follow the UN Facebook and the ZI Facebook, monitor related topics using #Hashtags Borrow from <https://www.facebook.com/ZontaBerkshire> (especially Fast Action Friday posts) – just share to the club's page and <https://www.facebook.com/zontaclubofmalden>, <https://www.facebook.com/ZontaQuaboagValley>, <https://www.facebook.com/ZIDistrict1>
- Create content that appeals to the community - Malden caught a lot of people with the child marriage info
- Thank partners and supporters publicly.
- Schedule content - Facebook makes it easy to create posts and decide when to post them
- Increase traffic and followers by asking members to invite their networks Encourage members to share content out to all their groups and their pages – with engagement, it will show up to other networks
- Set up Events - and **invite people** (don't just post and share); it will get more traffic. Try Boosting for \$10-20. It could pay for itself.

### TIP

**Facebook:** When you see an event offered by a club (or ZI, or any organization), you can "share to a page"... and then add to your OWN event page. It will place any event on your page, even though it is hosted by another organization. I added three screen shots to see the options (please note I used a work event since there were no Zonta events upcoming to share). First image is an event I found to a legislative meeting hosted by NAR where I clicked "share to page", the second image is where I was allowed to select where the event should be added and the third shows my page both our event and this other event even though we are not the host.



## Zonta International Phone APP

Zonta International's mobile app, Zonta Connect, is here!

A news feed with the latest updates

Discussion forums tailored to your Zonta role and special interests

Easy access to essential member resources

A member directory with instant private and group chats

Calendar of Zonta events.

To get started, search for "Zonta International" in your app store or follow these links

Apple App Store Download for iOS devices

Google Play Store Download for Android devices

**Newsletter** - The goal of a Club Newsletter is to regularly engage members and supporters with news, updates, and calls-to-action. When done well, newsletters can increase traffic to and regular engagement with your projects, events; garner more support; and publicize your cause.

Proposal: Mary Knight will work with a club member to set up a 3-page template. You choose to add one or more pages created for you on timely topics. You will get a PDF newsletter to send by email to members, supporters, guests, speakers, other non-profits in your community. You will then be given whatever support needed to continue a newsletter monthly or bimonthly.

We also strongly encourage sending the quarterly District newsletter out when published (forward to your email list).

**Website** - Whether it's your website or pages on Zonta District 1 site, this is your billboard in the sky

In general, use pages or posts with details about events/activities, membership, announcements, pictures, etc. on your site.

If using the District site, send info and pictures by email to [webmaster@zontadistrict1.org](mailto:webmaster@zontadistrict1.org) and include your club name in subject line

Questions and suggestions welcomed. Contact Mary Knight – [mary.knight.atwork@gmail.com](mailto:mary.knight.atwork@gmail.com) 413-219-8260

**Traditional Media** - Local and regional radio, newspapers, television, and web-based media

(1) Develop a list of local and regional media contacts and their email addresses (keep current) and URLs where events are posted. If possible, make contact with local traditional media (preferably in person) to provide contact info, details about Zonta, and visuals from the Zonta website. Ask them how they work, what topics interest them, whom to contact when you have news

(2) Develop a news release template for events, announcements, sharing accomplishments, etc. and review the following tips:

- Include a high resolution picture
- Include compelling facts, numbers and quote(s) when possible
- Keep to one page, make grammatically flawless and use the active tense, i.e, Jane Doe said, rather than said Jane Doe...
- Include a source for more information (contact person, website) and have it at the top of the page where it is visible
- Include a paragraph on your club / District /ZI at the end.

**Note:** Press kit available at [zontadistrict1.org/Resource Center /PR & Communication](http://zontadistrict1.org/ResourceCenter/PR%20&%20Communication)

## [Sample News Release and tips](#)

# Prompt Suggestions

## Service

Service is a key theme of Zonta's social media. You can share local, area, district and international service projects

Service posts can take up to 40 per cent of the posts in a given month, depending on your activities

You can also share posts from partner organizations who work with you on service projects, or who you support in your community.

## Advocacy

Advocacy is also one of the most important themes of Zonta's social media. You can share local, area, district and international advocacy actions or information

Advocacy is a way to choose the posts from partner organizations you want to share. If your advocacy theme from your district is “anti-body shaming”, you can choose organizations that have anti-body shaming education information, videos or announcements, and share those. Since Zonta International will be working against child marriage this biennium, you can choose local or regional organizations talking about “child brides to share”.

Advocacy posts can take up to 20- 40 per cent of the posts in a given month, depending on your activity

### **The Next Century**

In this biennium, we started on Zonta’s next 100 years of history. The 2022 Convention will have lots of material to use.

Sharing your club history and Zonta International’s history, as well as women’s history in your area support this theme Centennial/ History posts should be up to 10-20 per cent of your club’s posts.

You can also share posts from partner organizations who share women’s history or provide links from vetted websites.

Share/ Repost from Zonta International

Make a comment, discuss how it is relevant to your local club

District and Local History - ask club historian for two posts per month from archives

Make Posts from district or club website information or newsletter archive.

Interview long time members

Highlight long term service anniversaries of members:

Ask about most important change for women

Most critical action with Zonta

What they like the most about Zonta Club Service

### **Membership**

Membership posts can be about leadership development, fun activities, elections, invitations to events, member highlights

Membership posts should NOT be operational about club dues, or meeting operations.

Membership should be up to 20 percent of your club posts

On your public facing page, Think Inspiration, not Operation

Membership posts should be about motivation to become a member, and reinforce all the rewards in leadership training, international fellowship, and local friendship that come from being a member.

It is very easy to get too “clubby”, so keep in mind that you are speaking to the PUBLIC on social media.

For operation and “insider’ form a Private Group!

### **News**

Club Service and Advocacy Actions: before, during and after

New Officer Announcements

Fundraisers and events, before, during and after

Meetings with officials

Local partner and support activities

Local organizations getting Club fundraising support

Local Scholarship Deadlines, and Winners

Z-Club activities

# #Hashtags to use/follow

## Zonta

- [@Zonta International](#)
- [#ZontaEmpowers](#)
- [#Zonta](#)
- [#Zonta2018](#)
- [#ZontaEmpowers](#)
- [#ZontaLeadership](#)
- [#ZontaCSW](#)
- [#ZontaERA](#)
  
- [#Women](#)
- [#EmpowerWomen](#)

## UN Women

- [#EqualRights](#)
- [#WomensRights](#)
  
- [#HeForShe](#)
- [#Planet50/50](#)
- [#CEDAW](#)
- [#SheisEqual](#)
- [#CSW63 \(in 2019\)](#)
- [#SDG5](#)
- [#SDGs](#)

## VAW

- [#zontasaysno](#)
- [#domesticviolence](#)
- [#domesticabuse](#)
- [#ViolenceAgainstWomen](#)
- [#16days](#)
- [#humantrafficking](#)
- [#trafficking](#)
- [#humanrights](#)

## Z club

- [#Zclub](#)
- [#GoldenZclub](#)
- [#StudentsInAction](#)

## ZI Service - topics

- [#EndFistula](#)
- [#EndChildMarriage](#)
- [#girlsnotbrides](#)
- [#letuslearn](#)
- [#childbrides](#)
  
- [#equalpay](#)
- [#PayGap](#)
  
- [#WomeninSTEM](#)
- [#DigitalGap](#)

