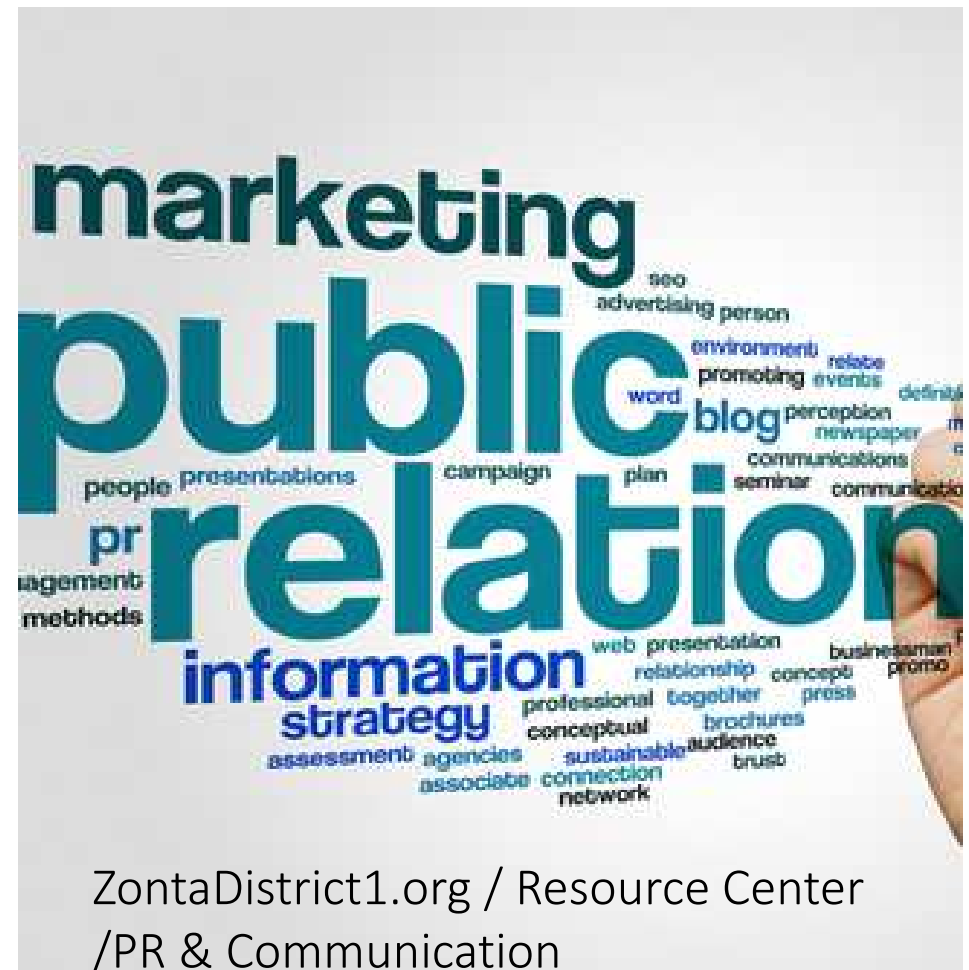

Let's get
Visible!

“Best Kept Secret” ...
No Longer!



ZontaDistrict1.org / Resource Center
/PR & Communication

Goal: Share the Power of Zonta! Get People Talking! Greater Visibility Starts with Planning

Planning – 4 Steps

Social Media

Mass Media

Club Publications





Identify communication opportunities, with special attention to creating a big splash in November and March.

Assemble a Communication Team – members & local students who want to have some fun.



Follow News & Events on Zonta.org and Zonta Connect; and postings on ZI Social media to identify info and photos to use in publicity.

Map out frequency, mix of topics, and sharing of responsibility for publishing.

CLASS : PR

DATE	STORY	BRAND ELEMENT	HEADLINE	KEY MESSAGE	CHANNEL	RESPONSIBLE	FEEDBACK	STORY TYPE	CONTACT

Zonta Connect Mobile App



Be “In the Know” on the go!

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.

Download at Apple App Store or Google Play Store for free – sign in with your Zonta International username and password.

Social Media

ZI & Allies on Social Media – ready to follow and share

How Facebook Works (most popular with target audience)

Tips for Being Social



ZI & Allies on Social Media

FACEBOOK PAGES

Zonta International

Zonta Says NO

Young Women in Public Affairs Award

Zonta International Z Club

Zonta International Golden Z Club

Jane M Klausman Scholarship

UNWomen, UNWomenWatch

UNFPA, UNICEF USA

NGO CSW NY

OTHER ZONTA ACCOUNTS

Instagram @zontaintl

Meant for smart devices (an app to download)

<https://www.instagram.com/zontaintl/>

Twitter @Zontaintl (desktop or mobile)

<https://twitter.com/ZontaIntl>

YouTube

<https://www.youtube.com/user/ZontaInternational>

#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

Zonta's Social Media is GREAT

FACEBOOK ZI:

FACEBOOK ZONTA SAYS NO!




Zonta International
@ZontaInternational

- Home
- About
- Events
- Photos
- Videos
- Community
- Reviews
- Posts
- Instagram feed
- Join My List

Zonta International
Yesterday at 8:30am · 🌐

Click below to read a statement from President Sonja Hönig Schough and find out how Zonta International is recognizing International Literacy Day. #EmpowerHER #LiteracyDay #ILD



Zonta International promotes education of women and girls on International Literacy Day

Today, organizations around the world are celebrating International Literacy Day under the theme, "Literacy in a Digital World." The goal of this year's...
ZONTA.ORG

👍 Like 💬 Comment ➦ Share



Zonta Says NO
@ZontaSaysNo


- Home
- About
- Photos
- Videos
- Community
- Reviews
- Posts

Create a Page

👍 Liked 📡 Following + Create Fundraiser ⋮

🌐 August 28 at 9:33am · 🌐

It was a historic day for women in Lebanon when Parliament finally repealed this infamous rape law.
#ZontaSaysNO to violence against women



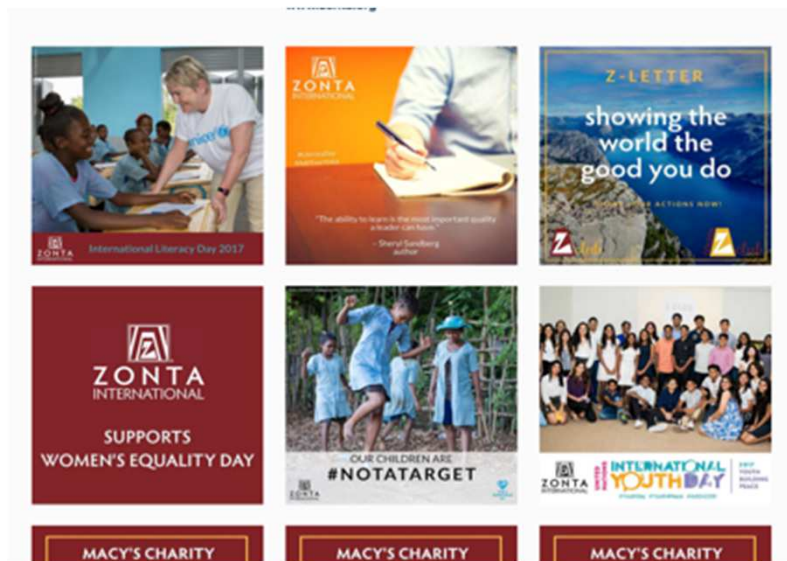
Historic day for women in Lebanon as Parliament repeals rape law

On the heels of Jordan and Tunisia scrapping discriminatory rape laws, the Lebanese Parliament agreed on 16 August, to abolish the Penal Code...
UNWOMEN.ORG

👍 Like 💬 Comment ➦ Share

Zonta's Social Media is GREAT

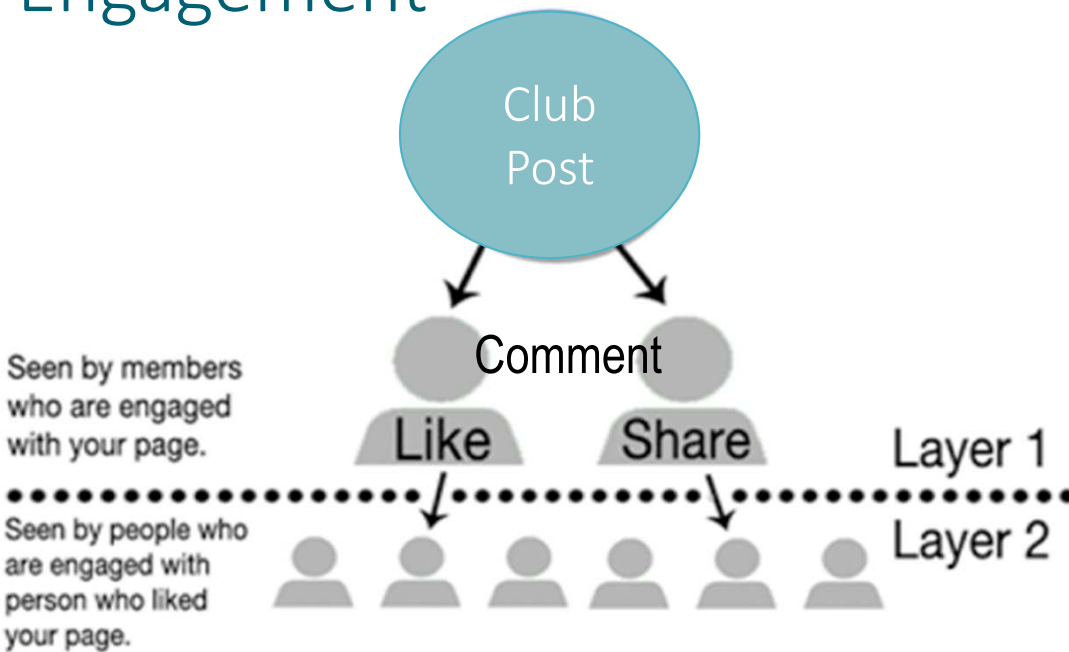
INSTAGRAM:



TWITTER



How Facebook Pages Really Work



Visibility

To followers

<6%

With Likes +
Comments

Up to
30%

With shares

Viral

With hashtags

Found by Like-
Minded

If a person likes + comments on a page's posts – you will see more of them

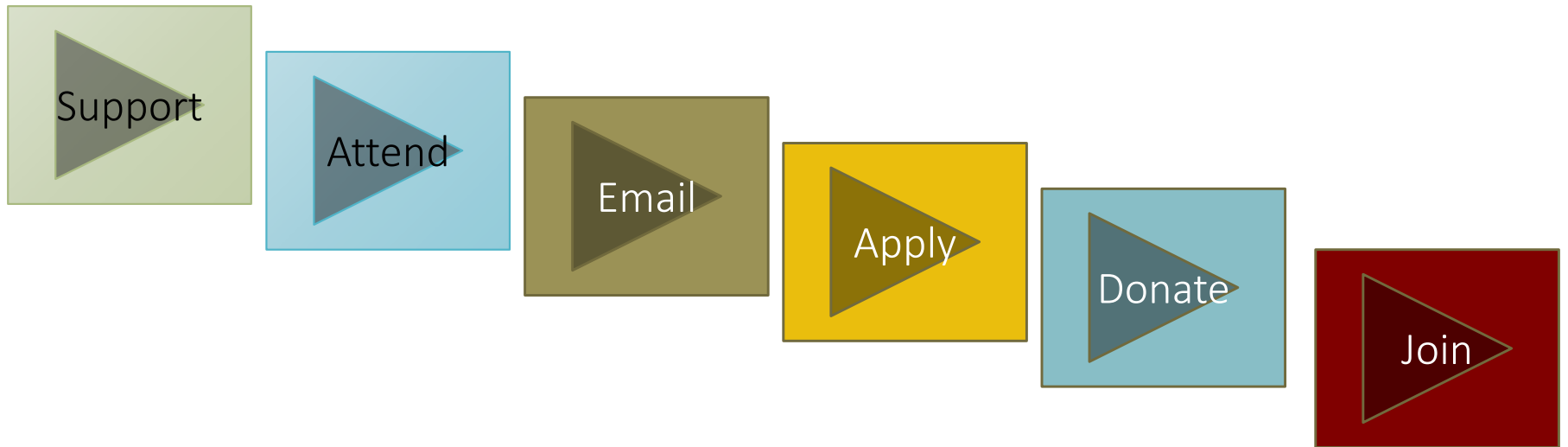
Tips for Being Social

Focus on building relationships, inspiring action, informing, and advocating for women and girls.

1. Writing – authentic, good punctuation, on-brand with Zonta mission
2. Visuals – use pictures or videos, action-oriented, thought-provoking
3. Posting - weekly, but schedule page posts for efficiency
4. CTA's – use Call to Action to engage reader and connect
5. #Hashtags - use to amplify messages/topics, and encourage sharing
6. Sharing – just review content and links to stay within Zonta guidelines
7. Responding – like/love/comment, keep the conversation going

Call to Action

Invite Followers to Do Something to Empower Women!



Schedule Page Posts for Efficiency

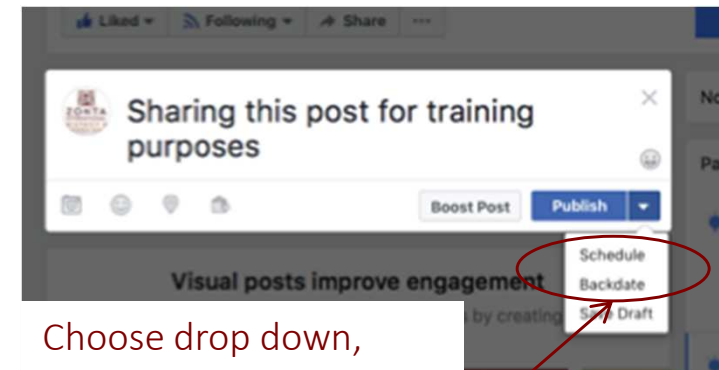
You can **schedule** posts for Facebook in ADVANCE
Facebook Scheduler - Works only for PAGES.

Choose the little arrow next to publish, choose
schedule, and set a time and day to post.

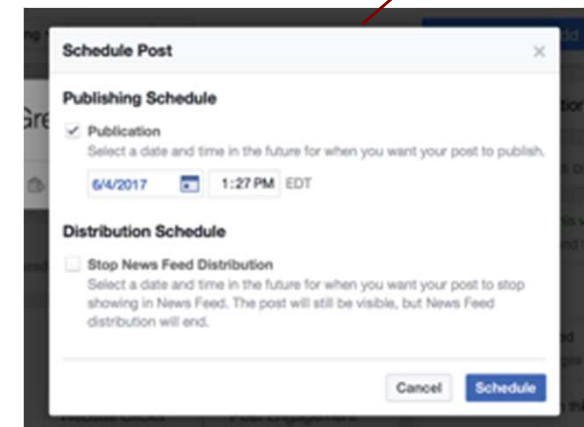
You can post from Instagram to Facebook

Create a club instagram, and link to the club Facebook
page. Link the accounts from instagram.

Professional tools like Hootsuite, Buffer, MavSocial
have free options that can streamline things, if you
want to go “pro”



Choose drop down,
Schedule day and time
for post



Mass Media

Build Relationships with Local and Area Media Contacts – including newspapers, online papers, radio and television.

Create a News Release Template for Your Club

When a Reporter Calls, Never Say “No Comment”



Local and Area Media Contacts

BUILD YOUR LIST

Search for media submission instructions online and note the contact information

Notice who is covering issues relevant to Zonta – add to list.

Build relationships so that you are the 'go to' person when a particular issue arises

ZONTA MEDIA KIT:

VISIONARY LEADERSHIP



In 1919, a group of forward-thinking executive women came together in Buffalo, New York, to use their combined expertise in service to their community. Not satisfied with the predominantly social nature of many women's organizations at the time, the women who founded Zonta envisioned a new kind of service organization – one that would promote professionalism among its executive members while serving the needs of girls and young women in the community.

One hundred years later, the legacy of Zonta's early members can be seen and felt through nearly 1,200 Zonta clubs in 63 countries across the globe. While the world has changed dramatically over the last century, more than 29,000 Zontians today remain committed to the professionalism, fellowship and service that led Zonta's visionary founders to come together.

News Release Template

IMPORTANT TIPS

Include contact info for club spokesperson at the top

Lead with your best information; tell a story

Keep to one page; include compelling facts, numbers and quote(s) when possible

Have high resolution pictures available

Use the active tense, i.e. Jane Doe said...

Proofread carefully

Include a paragraph about the club in the footer of the news release



April 2022
FOR IMMEDIATE RELEASE
from the Zonta Club of Quaboag Valley Scholarship Committee
For more information contact: Dana Burton
(413)240-8550
deburton4212@gmail.com

Sruthi Kurada wins Zonta International Prize for Young Women in Public Affairs



Zonta's Young Women in Public Affairs award is given annually to encourage young women between the ages of 16 and 19 to participate in public affairs by recognizing a commitment to the volunteer sector and evidence of volunteer leadership achievements in their community. Dana Burton, Chair of the Zonta Club of Quaboag Valley's Scholarship Committee, has announced that **Sruthi Kurada** is the winner of the local club's 2022 award (\$1000), the Zonta District 1 award winner (\$1500), and represented all of the New England states (USA) and Nova Scotia (CA) in winning one of 10 \$5000 awards from the Zonta International Foundation for Women.

"Sruthi is indeed a worthy candidate for this educational award," notes Dana Burton, President of the local club.

A recent graduate of Advanced Math & Science Academy (AMSA) in Marlborough MA, Sruthi is passionate about the application of computer science to aid the healthcare and biotechnology sector. She is currently a student researcher at the **BayesMendel** Lab in Harvard Medical School working on developing a novel all-cancer risk assessment model. She is also an advocate for democratizing access to STEM education opportunities. Towards this goal, she founded **MetroHacks EmpowHer**, a year-long team competition for high school girls to create a computer science project that benefits their community.

Sruthi will attend the University of Pennsylvania in the fall and is interested in pursuing machine learning applications to aid the healthcare and biotechnology sector. Ultimately, she looks forward to utilizing the entrepreneurial skillset that she developed while leading my own research projects and founding EmpowHer to serve her community through education and technology.

The Zonta Club of Quaboag Valley (www.zontaqv.org) is based in Western Mass, and is part of Zonta International (zonta.org), a global community that has empowered women and girls through service and advocacy for 102 years. Zonta International is an organization pledged to empower women and girls at the global and local levels and promote justice and universal respect for human rights and fundamental freedoms.

When a Reporter Calls...

If it is in response to a News Release you sent out:

Thank the reporter for calling.

Ask about the focus of the story and the reporter's deadline.

If you need some time to prepare, ask if you can call back before the deadline

Key:

1. Have something to say
2. Believe in it
3. Say it simply
4. Shut up

If the call is out of the blue:

Thank the reporter for calling and ask some questions about the purpose and format of the interview, the focus and the logistics.

If you determine you are the right person to be responding:

Figure out what you want to say and write it out - 30 words or less. Come up with specific facts to support this message and a story to back them up.

Avoid lengthy words and jargon

When you have said what you want to say, stop talking

Club Publications

Have a Club brochure and business card available to handout at Table events.

Email Newsletters to members and supporters to keep them engaged.

Ensure your Website (stand alone or part of District 1 site) is kept current with details on events/activities, membership, announcements, pictures, etc.



Club Brochure and Business Card

If you don't have an 8.5 x 11" tri-fold brochure, now is the time to create one. There are several examples at membership.zontadistrict1.org and help is available to customize one for your club. Perfect for Tabling events.

A generic business card can be designed and printed at a local print shop. 500 of the example here were done for \$26.00.

All members could have them in their wallet should someone ask, "What is Zonta?"

Zonta International—1919

Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy. We envision a world in which women's rights are recognized as human rights and every woman can achieve her full potential.

In such a world, women have access to all resources and are represented in decision making positions on an equal basis with men.

In such a world, no woman lives in fear of violence.

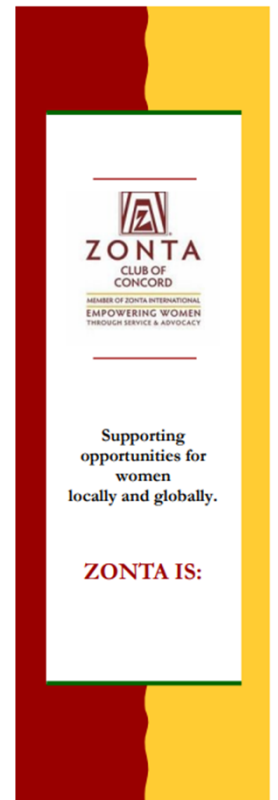


ZONTA

CLUB OF
QUABOG VALLEY

MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

www.ZontaQV.org | Facebook: ZontaQuabogValley
PO Box 1034, Belchertown MA 01007 | 413-219-8260

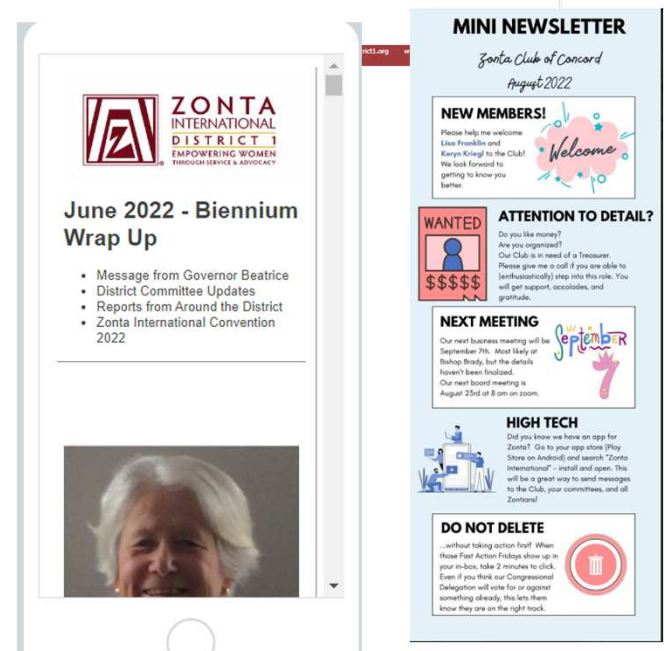
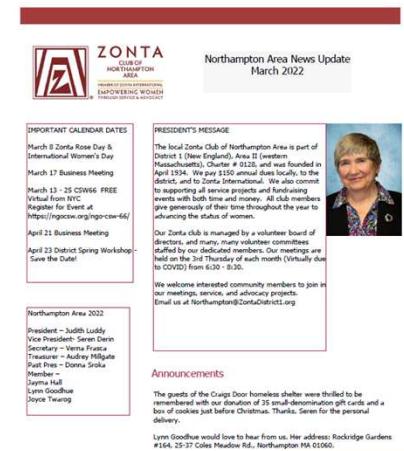


Club Newsletter

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

Help is available to create a Canva Mini Newsletter, a Template 8.5x11" document, or ConstantContact version. You will get a PDF of your newsletter to distribute by email to members, guests, supporters and like-minded organizations.

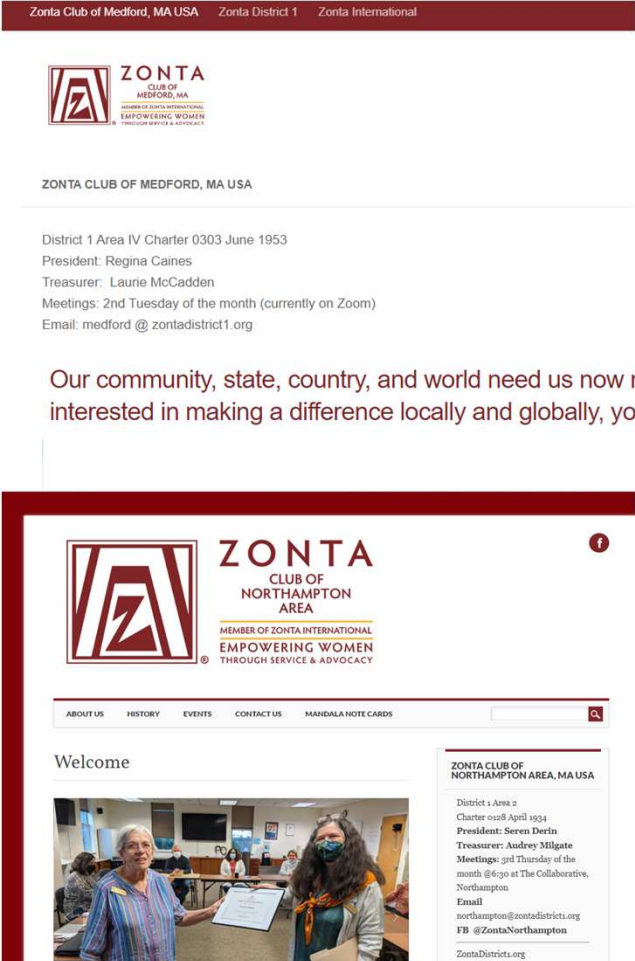
We also strongly encourage sending the quarterly District newsletter out when published.



Club Website

Whether you have a stand-alone website or are part of the Zonta District 1 site, this is your billboard in the sky. Here you include pages or posts with details about events/activities, membership, announcements, pictures, etc.

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



Zonta Club of Medford, MA USA Zonta District 1 Zonta International

ZONTA
CLUB OF
MEDFORD, MA
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

ZONTA CLUB OF MEDFORD, MA USA

District 1 Area IV Charter 0303 June 1953
President: Regina Caines
Treasurer: Laurie McCadden
Meetings: 2nd Tuesday of the month (currently on Zoom)
Email: medford@zontadistrict1.org

Our community, state, country, and world need us now!
Interested in making a difference locally and globally, you

ZONTA
CLUB OF
NORTHAMPTON
AREA
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

ABOUT US HISTORY EVENTS CONTACT US MANDALA NOTE CARDS

Welcome

**ZONTA CLUB OF
NORTHAMPTON AREA, MA USA**

District 1 Area 2
Charter 0128 April 1954
President: Seren Derin
Treasurer: Andrey Milgate
Meetings: 3rd Tuesday of the
month @6:30 at The Collaborative,
Northampton
Email:
northampton@zontadistrict1.org
FB @ZontaNorthampton
ZontaDistrict1.org

Goal: Share the Power of Zonta! Get People Talking! Greater Visibility Starts with Planning



Identify communication opportunities, with special attention to creating a big splash in November and March.

Assemble a Communication Team – members & local students who want to have some fun.



Follow News & Events on Zonta.org and Zonta Connect; and postings on ZI Social media to identify info and photos to use in publicity.

Map out frequency, mix of topics, and sharing of responsibility for publishing.

PR PLAN		CLASSIFIED				
DATE	TOPIC	BY WHOM	WHERE	HOW	STATUS	

Once you have started this 4-step process, book an appointment with Mary Knight, info@zontadistrict1.org for a training session to put your plan in action.