



## 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.

**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/ResourceCenter/IPR & Communication](http://zontadistrict1.org/ResourceCenter/IPR&Communication)

## Sample News Release



February 2022  
FOR IMMEDIATE RELEASE  
from the Zonta Club of Quaboag Valley  
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### Women and Children Living in Poverty

On Monday, February 14<sup>th</sup> at 6pm, the Zonta Club of Quaboag Valley will host Theresa Nicholson, Director of Diversion Shelter and Housing at CHD to provide us with her perspective on the status of women and children living in homelessness and poverty during this pandemic, especially in rural areas of the Quaboag Valley and its surrounding communities. The public is welcome to join us on this virtual meeting and can get a Zoom invitation by contacting [info@zontagv.org](mailto:info@zontagv.org).

Through its Period Project, Zonta has worked for several years with CHD's Homeless and Domestic Violence shelters, raising awareness of the need for menstrual hygiene products by women and girls living with homelessness or poverty. While products are hard to come by and costly, they are considered "non-essential" by the federal government and not covered by SNAP and WIC programs. In Massachusetts two bills are trying to help this travesty: H690 – menstrual products in K-12 schools – currently in its 3<sup>rd</sup> reading – would help homeless children attending public schools. A second bill H2354 supporting free menstrual products in prisons, homeless shelters and K-12 is in the Joint Committee on Public Health. Anyone interested in tracking bills through the MA Legislature's website, may want to watch a very information video <https://www.youtube.com/watch?v=Bp7XWQU-Xlk>.  
Meanwhile, check out the Zonta website [zontagv.org/period](http://zontagv.org/period) to learn how to donate items to create monthly menstrual kits for homeless women and to stock supplies at local shelters. Together, we can make a period just a little easier for women and teens in need.

Theresa Nicholson holds a degree in Marriage and Family Therapy as well as a CT license as a drug and alcohol counselor. She has 30 years of experience implementing housing and shelter programs for the homeless. Since joining CHD, Theresa and her team are responsible for 276 units of family shelter, 30 units of Scattered Site Family Permanent Housing, 30 units of Transitional Scattered site units for youth and 48 Permanent Housing units for Singles. In addition to the above, this year 45 units of motel shelters were added as well as housing for an additional 40 homeless that have had numerous barriers to being successful in housing.

Center for Human Development (CHD) has been a major provider of community-based behavioral health and social services since its inception in 1972. CHD provides more than 100 programs and services across the lifespan that support people experiencing homelessness, mental health challenges, substance use, aging and illness; those living with developmental and intellectual disabilities; and young people involved with the juvenile justice and foster care systems. Learn more at <https://chd.org/>.

The Zonta Club of Quaboag Valley ([www.zontagv.org](http://www.zontagv.org)), based in Western MA, is part of Zonta International - a global community that has empowered women and girls through service and advocacy for 101 years. It was founded November 8, 1919, in Buffalo, New York, by a group of forward-thinking women who envisioned a women's service organization that would advocate for laws and policies that ensure gender equality and help every woman and girl realize her full potential. Through continuous engagement for 10 decades, Zonta International has become a respected and reliable agent of civil society. As a non-governmental organization with general consultative status with the Economic and Social Council of the United Nations, the organization promotes and strives to protect the human rights of all women and girls and reduce the incidences of violence against them. Since 1923, Zonta has provided more than US\$40.9 million to empower women and expand their access to education, health care, economic opportunities, and safe living conditions. Zonta's nearly 1,200 clubs support local and regional initiatives in 63 countries worldwide.

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# 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](#)



Zonta International  
64th Convention • Yokohama, Japan