

Communication Officers Report November 2020

Thank you to all regions and clubs who have continued their excellent programme action throughout the pandemic. Thank you also to regions and clubs who have kept up the communication through virtual meetings and email.

If you Google search UKPAC, it appears top of the page. Similarly, if you Google search United Kingdom programme Action Committee, it appears at the top of the page. This is because UKPAC website has been search engine optimised.

Top three NEWS posts at present are:

- Domestic Abuse Bill Campaign for an offence of non-fatal strangulation to save lives
- The Winners of the Poems in the Pandemic Competition
- #StepUpMigrantWomen

UKPAC website has been updated with new content and weblinks between all four platforms have been developed. UKPAC website has been designed to inspire, inform and signpost members to ideas. The Useful links page is new and very informative. Regular communications with clubs have been shared to UKPAC Facebook and Twitter

Twitter Tweets **13** 85.7% Tweet impressions **1,765** 168.2% Followers **313** 3

Top mention earned 46 engagements

Soroptimist East London @SIEastLondon_ Oct 13 Is it time to make [#women's](#) [#history](#) visible? Yes! Many thanks to [@EEWomensMuseum](#) for their wonderful guest blog And looking forward to their talk on 20 October! [#womenshistory](#) [#SoroptimistsStandUpForWomen](#) [@SIGBI1](#) [@UKPACc](#) [#London](#) [#EastEnd](#) sigbi.org/east-london/20...

Top Tweet earned 162 impressions

Invitation to the event to announce the winners of the Poems in the Pandemic competition on Thursday 1st October National Poetry Day at 11 am To register to attend: eventbrite.co.uk/e/poems-in-a-p... [#soroptimist](#) [@UKPACc](#) [@SIGBI1](#) pic.twitter.com/CgsyZzyaSR

Top mention earned 65 engagements

Soroptimist Bristol @si_bristol_ Sep 14 On 13th September 2020, in bright sunshine, Soroptimist International of Bristol's history book was launched in Clifton. The event was Covid-safe & well-attended by Soroptimists as well as local author Jane Duffus. 1/5 [#SoroptimistBristol100](#) [@SIGBI1](#) [@UKPACc](#) [@Bristol_Jane](#) pic.twitter.com/rq46SfIJsg

Facebook Likes 450

It would be good to lobby in the future on Twitter, if we had more Twitter presence and followers.

Kathy Warrick UKPAC Communications Officer

TIPS and Recommendations:

1. Talk to Communication Officers, keep them informed. Update websites, open Facebook accounts and keep updated, open Twitter accounts and keep updated, learn how to Tweet. Signpost to the Members area Communications and all the training and best practice videos. A particular video that stands out is the Blog Posts video
2. Change the Facebook default feed widget (SIGBI) on your homepages to your club/region Facebook account or Twitter account.
3. Sue Challoner has spent three years researching the history for the Centenary website. When posting your club history to your club website add a weblink to the Centenary website:
<https://sigbi.org/who-we-are/centenary/>
4. Name all your images on website to appropriate names. Increase Yoast SEO search engine optimisation. Link your website to Social Media and Link Social Media together to assist burden of posts.
5. Social Media: Follow more people, add more friends, increase tagging. Add Focus keyphrases to your pages.
6. Look at my previous report for more tips.
7. **AVOID closed groups** on Facebook as it very insular. Instead open Facebook accounts as per SIGBI recommendations:

Websites Resources including Website Video Tutorials: <https://sigbi.org/members/resources/marketing-resources/websites>

Facebook: <https://sigbi.org/members/resources/marketing-resources/social-media/facebook/>

[How to Guide to Setting up a Personal Facebook Account](#)

[How to Guide to Setting up a Club Facebook Page Tips to Gaining More Facebook Followers by Jane Slatter](#)

[Guide to updating your Header on Facebook and Twitter](#)

Twitter: <https://sigbi.org/members/resources/marketing-resources/social-media/twitter/>

[Social Media Guide to Twitter](#)

[Twitter for Soroptimists Cheat Sheet Infographic](#)(Once opened, right click save and paste into Word for quick A4 printing)

[Guide to updating your Header on Facebook and Twitter](#) You could run your own Social Media workshop in your Club or Region to help people to get going and encourage use. You can use the PowerPoint Presentation and Handout below or edit it as you wish.

Social Media Presentation Slides: sigbi.org/members/files/Social-Media-Workshop-FINAL.ppt

Social Media Workshop Handout: sigbi.org/members/files/Social-Media-Workshop-handout-double-sided.pdf

If you have a Club news story or information you'd like to share publicly, please post this on the public Facebook page – www.facebook.com/SoroptimistSIGBI. This will then be available for everyone to see and be great for generating interest from both Members and non-Members.

If you have something you ONLY want other Soroptimists to see, then post this in the Closed Facebook Group – [Soroptimist GB](#) – discussions in this group can only be seen by approved Members of the group.

SIGBI Best Practice Social Media Video: <https://www.youtube.com/watch?v=ShdjtQOX9k>