Communication Officers Report March 2021

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. Excellent coverage of International Women’s Day through social media. SIGBI did not have a toolkit, however via https://www.internationalwomensday.com/

Top three NEWS posts at present are:

- Message of sincere condolence to friends and family of Sarah Everard. There are now, on average, one woman every three days who are victims of Femicide (the murder of women by men).
- Domestic Abuse Bill - What can you do to lobby?
- International Women’s Day 8 March 2021 #ChooseToChallenge #IWD2021

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. I have been preparing for Study Day 17 April 2021, advising on Zoom, creating presentation and video. Zoom background tips circulated.

Tweets 40 110.5% up Tweet impressions 5,720 136.6% up Profile visits 199 139.8% up Followers 358 11 up

Top Tweet earned 431 impressions

I support @sheclimate’s Open Letter calling on UK Govt to urgently balance female representation on #COP26 Leadership Team. This is not only critical for the success of @COP26, it’s critical for the planet. Share this message to ensure #SheChangesClimate, shechangesclimate.org pic.twitter.com/SON2imyi8z

Top mention earned 67 engagements

Soroptimist Bristol @si_bristol Mar 3 Let’s celebrate International Women’s Day. We must #standupforwomen and #ChooseToChallenge gender inequalities. #SoroptimistBristol100 #Soroptimist @SIGBI1 @UKPACc @BWV2 #IWD2021 @IWD2021 pic.twitter.com/ntFbyBMwci

Top media Tweet earned 411 impressions

No country built on the backs of great women deserves to be run without them That’s why I support @sheclimate’s Open Letter to ensure that @COP26 has a diverse board Please share this message to show your support for #SheChangesClimate, shechangesclimate.org @SIGBI1 @UKPACc pic.twitter.com/6OSRiq45C2

Facebook Likes 472

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:

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**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


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.

**SI Centenary Resources #Whoisshe Toolkit**  **Membership Resources** and **Programme Action Resources**

If you have something you ONLY want other Soroptimists to see, then post this in the Closed Facebook Group – Soroptimist GBI – 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=ShdJ7QOOG9k