

GFWC Florida Fall Board 2015

Communication & PR Workshop & Bulletin Update

The monthly update on GFWC's Communications and Public Relations committee.

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Source: GFWC Communications and Public Relations Newsletters
Wendy Carriker 2014-2016 GFWC CPR Chairman

Our Identity

Branding...importance of using... GFWC in our club names and in all communications, when attending a meeting with local officials

Wearing your pin to a meeting of other organizations is one way to share the message of GFWC, but there are other ways as well.

Google Alert If you have a Gmail account, you too can use Google Alert as one means of keeping up with the clubs in your state and promoting their stories on your state web site or on social media. The directions are below on how you can set up your own Google Alerts. Since our clubs use a multitude of names you may want to have alerts for specific words like:

GFWC
General Federation of Women's Clubs
GFWC – YOUR STATE



To create an alert:

1. Visit [Google Alerts](#).
2. In the "Create an alert about" box, enter in the words you want to get email notifications for.
3. Click **Show options** to customize things like how often you get alerts, types of websites you want to search, and the email address for your alerts.
4. Click **Create Alert**.

Here is a link with directions from wiki with photos to help set up your own alerts:
<http://www.wikihow.com/Use-Google-Alerts>

The importance of sharing "GFWC" in the press releases, articles and social media posts that we share. This is our brand and we are all stewards of the GFWC brand, on the state, national and international levels.

Shout it from the rooftops, be loud and be proud,
We Are GFWC and we are *Living the Volunteer Spirit!*

Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in.

Get Social



> More Tweets

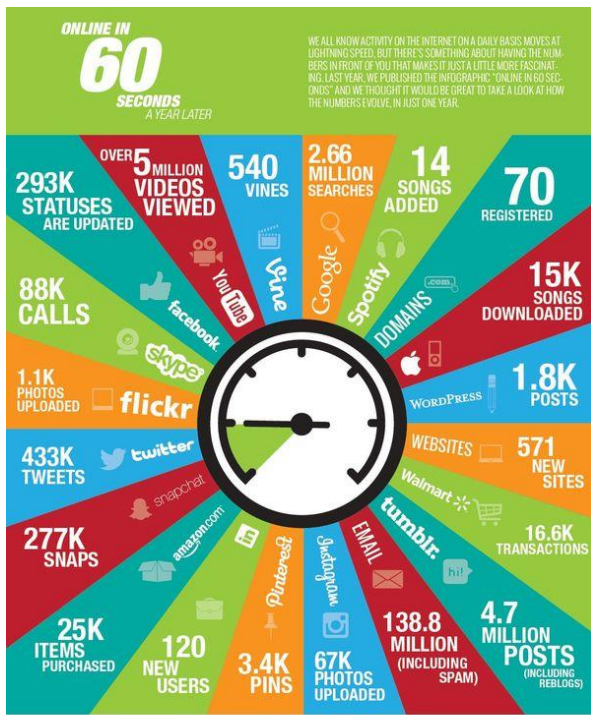


> Our Facebook Page

60 Seconds on the Internet

Importance of the Internet: Why is this important to know? It's important because many of our members spend an incredible amount of time at their computers. Either at work or at school or at home, this information can be valuable as we try and reach our current and prospective members.

More and more clubs, Districts, States and Regions have Facebook Pages, Twitter Feeds and Pinterrest Boards.



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DATA
www.flickr.com
www.facebook.com
www.youtube.com
www.vine.com
www.google.com
www.spotify.com
www.apple.com
www.wordpress.com
www.amazon.com
www.pinterest.com
www.tumblr.com
www.hill.com

DESIGN BY NoLimitAgency

Use your seconds wisely!

Make sure you all are communicating with your club women (and potential club women) where they already are - online.

And when you're online yourself, there are always ways of giving back.

The Geek Squad: Allie and Beth are also available to answer questions related to using Social Media.

Allie Rhines

Beth Messersmith

PurpleMinions@gfwcflorida.org



Pinterest



If you have not heard of or spent time on the “pinning” web site known as Pinterest, you might want to consider this web site as a way to market and promote your club.

What is Pinterest? Pinterest is a visual bookmarking tool that helps you discover and save creative ideas. This two minute video on the Pinterest’s Help page:

- <https://help.pinterest.com/en/guide/all-about-pinterest>

Pinterest is not just recipes, craft projects, workouts and fashion. It is also a place where your club can share information on your projects, upcoming meetings and even share information about the history of your club. There are also ideas for table decorations, table favors and fund raising ideas. Pinterest has 85 million visitors each month. A majority of those on Pinterest are women.

Is the Phone Tree Dead? *No, it has just evolved and blossomed in other areas.*

The way that we communicate with our clubs is as unique and specialized as the clubs in our organization.

The “Phone Tree” which was the way many clubs communicated in the past has been updated in some areas.

- There was a Chairman; she was given all the reminders for the upcoming meeting. She called the members of her committee, and in turn they each called 5-6 members on their list, and the information was shared. It could take hours, even days, to share the information, but there was a personal connection with each member.
- Automated Services - Phone Tree with a recording of your message.
- Email or Group Email - Send an electronic message
- Mailed (USPS) newsletter &/or magazine

These are all TOOLS to use to communicate & share information with our members
Know your demographics and What your members prefer?



To Tweet or Not to Tweet?

That is the question asked by many of our clubwomen. That question is sometimes followed with, I just don’t get “Twitter”. It’s okay. Twitter is a fast paced type of social media that you don’t have to understand it completely to enjoy all that it offers.

Wikipedia defines Twitter this way: “Twitter is an online social networking service that enables users to send and read short 140-character messages called “tweets.” Registered users can read and post tweets, but unregistered users can only read them.”

Many of the GFWC partners and groups that we work with have Twitter accounts as well as clubs, people and news groups. You can “follow” any and all that you wish, but unlike Facebook, they do not have to follow you back. You can also sort through the tweets and follow a subject or topic using what used to be called a number sign, but is now a “hash tag” (#).

For more information on Twitter, here are two great articles:

- <http://www.momthisishowtwitterworks.com/>
- <http://mashable.com/2012/06/05/twitter-for-beginners/>

Pictures, Images and Communications

Sharing photos along with your club's information may get you more or better coverage, but with social media and all the new options, we thought it might be nice to review a few of your options for sharing photos.

- Remember that you need to have Release Forms to post on your organizations website. This is especially important when you have minors in your photographs. These forms are available on the GFWC Florida Webpage
- **Instagram:** Available on Android and iPhones. Instagram is a free. Take a picture or video, and then customize it with filters and creative tools. Post it on Instagram and share instantly on Facebook, Twitter, Tumblr and more—or send it directly as a private message.
- **Flickr:** This popular website powered by Yahoo was one of the first photo-sharing sites. It's easily used by people who want to share personal snapshots, privately. If you're on Flickr and you have an iPhone or iPod touch with camera, you'll want to download this app so you can upload your photos and videos directly from your device to the site. You can also use this app to explore others' photos from around the world.

For more information click either of these links:

- <http://appadvice.com/applists/show/photo-sharing-apps>
- <http://tech.co/5-photo-sharing-apps-arent-instagram-2014-10>

Communication for all ages

Social Media, how it can enhance the visibility of your club and improve public relations as well as attract the younger generation.

- The emails can be sent at the speed of light all hours of the day.
- The hand written letter or note still has a place in our society and especially with many of our club women.

That is one reason why GFWC is celebrating 125 years of service to our communities, states, and partner organizations. We still have that tradition, the good manners if you will that our foremothers instilled in their daughters and granddaughters, we care for each other and for those who show us kindness.

1. The act of writing a thoughtful message can make you feel good, and help make the recipient feel good.

Awards:

Each year clubs and states send in Communications and Public Relations *Award and Contests Entries*. These are the entries for GFWC awards that are presented at the annual GFWC International Convention each year.

This is your chance to share your club and state accomplishments by entering the GFWC Communication and Public Relations Contests as well as the other Advancement areas and Community Service Program areas!

- GFWC has been posting the "TOP TEN" award entries submitted in each of the community service programs
- Communications and Public Relations Award entries are different from some of the other contests since there are STATE winners and CLUB winners.
- GFWC CPR Contests this year, so please follow the guidelines in the GFWC Club Manual.



Award?

Whether implemented to advocate for a cause, highlight a fundraising drive, recruit members, or promote an event, successful media campaigns use a variety of communication methods to reach a target audience.

The Media Campaign Contest recognizes significant public relations accomplishments through the use of social media, video, and/or other new media efforts, in addition to the more traditional communication methods.

GFWC clubs are encouraged to engage in media campaigns in one or more of these topics:

- Advocacy
- Fundraising
- Membership Recruitment
- Special Event

GFWC Communications and P R Awards & Contests

Take a few minutes to look through this important information that you can use as State CPR Chairmen.

The information below applies to GFWC Communications and PR.

All of this information can also be found in the Club Manual under Awards, Contests and Grants.

As your state CPR Chairman or State Designee, will be responsible for the following:

Media Campaign Contest:

<http://www.gfwc.org/images/gfwc/201416%20ACG%20Media%20Campaign.pdf>

Newsletter Contest:

<http://www.gfwc.org/images/gfwc/2014-16%20ACG%20Newsletter.pdf>

Web Site Contest:

<http://www.gfwc.org/images/gfwc/2014-16%20ACG%20Website.pdf>

Please remember the following:

The deadline for all Award Entries and Contests is March 15th

- **Clubs no longer report directly to GFWC.**
- Clubs will continue to report to their respective State Federations in accordance with their respective guide lines. State Chairmen or Designee submit award entries to GFWC.

Highlight GFWC Junior Woman's Clubs: Communication & PR 2015

18 Clubs reported out of 30; 441 Members Participated; 129 Projects; 3,239 Volunteer Hours; \$8K

13 Clubs Website; 17 Facebook

- **GFWC Junior Woman's Club of Lakeland – Live Green Lakeland Eco-Festival: PR Action Plan**
- **GFWC New Tampa Junior Woman's Club – A Night of 5000 Charity Gala: social media**
- **GFWC Sebastian River – Haunted House: social media...set-up a hashtag (#gfwchaunted2014) GFWC Logo (Branding).**
- **GFWC St. Petersburg Junior Woman's Club – Pumpkin Palooza: The use of "sponsor" our Facebook**
- The use of asking guests to tag their posts with a hashtag - #Palooza2014 so participates could see &/or share pictures & posts. The local (**spot for your target audience**) ChickfilA
- **GFWC Junior Woman's Club of Midtown - Midtown Merchants- ibulletins**

Unique GFWC Branding

- **GFWC Jupiter-Tequesta Junior Woman's Club – Festival of Trees** a community event decorating two holiday trees with symbols and logos of GFWC JTJWC and WCJT.
- **GFWC Tallahassee Junior Woman's Club – Yard Signs** to promote club events.
- **GFWC Temple Terrace – Bus Benches** – club negotiated with a bus bench company to advertise club information.

Complied for you: Junior Planning Committee 2014-2016 CPR Chair Jeanne Takeda 561-339-0920
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