

Slide 1: Introduction, Social Networking, Zonta Clubs, Moving Forward into the 21st Century

Slide 2: Times are changing and so are we.

Stop and ask participants about how they communicate within their clubs and if they use any of the mentioned social networking sites.

Mention how ZI's policies have changed over the years to accommodate changes in modern communications. First they added a policy on E-Mails to help prevent well meaning Zontians from flooding your inbox with Spam, plus to provide useful guidelines in communicating. Even the ZI Protocol Manual contains a section on Emails.

Next ZI tackled the issue of Club website and guidelines on website links and information. Now we are all being encouraged to start Fan Pages, join Linked In and to visit ZI on-line in a number of various entities.

Slide 3: Quote from Diana Bogart, Zonta Club of Charleston

Slide 4: Turn on the television, open a magazine or newspaper and we are bombarded with – Social Networking. So, what is it?

In English – it is a method of communicating with other people using modern technology. The same as the telephone was a breakthrough in communications in the early 20th century, and face it – the party line was an early form of Social networking. Our cell phones and other mobile devices has taken the party line to a whole new level!

Slide 5: Factoids to take back to your clubs.

Slide 6: Stop – Discuss briefly why ZI is encouraging Social Networking.

Slide 7: It is not uncommon for members to state –"I don't need or have time for social networking." What good does it do my club?
Stop – Discuss how clubs are using it.

If clubs are not using SN – how to they think they can implement some of the websites for their club.

Slide 8: By the time we have this meeting there will probably be several new areas of sharing and new websites available.

Stop – Ask which of these are you using, heard about or are considering using. Example – Google+

Slide 9: These are just a few of the Icons beginning to populate webpages.

Slide 10: We here about the people who use Social Media to update every aspect of their lives, but there are real world uses for many of the websites .

You can use a Fan Page on Facebook to promote your club; Connect to Zontians around the world with LinkedIn and update your friends, family, and coworkers with a short note on Twitter.

Slide 11: Thanks to the late Steve Jobs and many of the pioneers of Silicon Valley, we now use our cell phones to talk, email, research, photograph, video, and read a book. You can even talk on them!

How else do we use cell phones that we never dreamed of just 10 years ago?

Slide 12: What about all the stories we hear about people having the computers hacked and their id's stolen? Isn't there a real risk to all this social networking?

Whether it is a Zonta, Business or Personal Account – these are important steps to remember.

Slide 13: Not only is Zonta International allowing us to utilize these tools, they are now encouraging us to make them a regular part of our club activities by joining the Social Revolution!

Stop: Ask who has visited the ZI website recently and enrolled in some of the websites.

Slide 14: Wow, perhaps Social Networking might be for me and my club. The tools can be used to help retain and recruit new members, but – it is all so difficult!

Stop: Ask participants which sites they perceive to be most beneficial to their clubs.

Slide 15: Stop: Ask if anyone has become a Fan of their local pizza parlor, raise your hand.

Then ask:

Ask how many have become a Fan of Zonta?

Slide 16: Follow the instructions provided and you can have a simple, easy to use Fan Page. Share it with friends and families.

Slide 17: How does a Fan Page differ from a regular Facebook page?

Slides 18 & 19: Many Zonta Clubs and other organizations are using Blogs for their websites. It is free and it's easy.

Stop: Ask if any clubs are using a Blog site instead of a traditional website and how/if it is benefiting their club.

Slide 20: Many of these websites use Search Engine Optimization tools. By keeping your content fresh you will turn up more often in web searches.

Stop: Ask for a show of hands of participants who have never visited their club's website. Then ask how current is the content on their website.

Slide 21: Widgets? What are widgets? They are no longer those undefined items popular in accounting and math classes.

Slide 22: Wrap up

Distribute handouts for participants to take home.