

Zonta Social Sites

Twitter

Zonta International: <http://twitter.com/ZontaIntl>

District 11: <http://twitter.com/ZontaDistrict11>

Facebook

Zonta International: <https://www.facebook.com/pages/Zonta-International/128193820530148>

District 11: <http://www.facebook.com/ZontaDistrict11>

Linked in

Zonta International: <http://www.linkedin.com/groups/Zonta-International-Official-Group-3729863>

District 11: <http://www.linkedin.com/in/zontadistrict11>

Google+

District 11: <https://plus.google.com/u/0/109724897645384246728>

Paper.li

District 11: <http://paper.li/ZontaDistrict11/1335812286>

Picasa (District 11) -

<https://picasaweb.google.com/109724897645384246728?authkey=Gv1sRgCJfj1vzhjlTHOA>

Flickr (ZI) - <http://www.flickr.com/photos/zontainternational/>

YouTube (ZI) - <http://www.youtube.com/ZontaInternational>

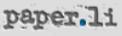
Social Media Tools

Social networking is all about communication. People with common interests are able to share information with each other via a huge variety of social networking sites, sites created specifically to make sharing, communicating, and creating information as simple and efficient as possible.

Social media participation is becoming an essential tool in networking with professional contacts, making new contacts, recruiting members, and keeping in touch with the world. If you're not participating in the top social media and networking sites, the world is leaving you behind.

If we want to attract young professionals, we need to reach out to them using Social Media. One young woman said, "For my generation it's just normal – you get up and check your Facebook, get ready and check it, check it throughout the day on your phone and then before you go to sleep. It's just such a normal thing to do and it's easy and free."

- Start with internal communication before moving to communicating with community.
- Use social media to connect with other Zontians no matter where they are in the world.
- Use social media in your club's marketing and PR.
- Build a group of followers, preferably from the local community. Tweet and FB often, to talk about the work your club is doing, directly to your target audience.

Facebook		Stay informed about Zonta's current advocacy initiatives, share your club or district's success stories, learn more about Zonta's international service and educational award programs, and join discussions about issues affecting women around the globe.
Google+		Similar to Facebook, but with "Hangout" video conferencing.
Twitter		Build a group of followers, preferably from the local community. Tweet often, to talk about the work your club is doing, directly to your target audience.
Paper.li		Daily online newspaper based on Twitter and Facebook activity.
LinkedIn		Take this opportunity to connect with Zonta's 30,000-member strong network of professionals and executives. Benefit from the shared knowledge and experience of Zonta's diverse and growing membership. As a Club your LinkedIn profile could attract potential members, but more likely it's a calling card for potential vendors and partners. It shows that people in the business community trust and respect you.
Picasa		Share your club and district photos, and photos from conference or convention
Flickr		Enjoy photos from Zonta events and projects around the world. Or, upload your own Zonta photos to share with the Zonta community. Please note that by adding your photo to the group pool, you consent to its use by Zonta International.
YouTube		Zonta International has launched an official channel on YouTube where members and individuals interested in Zonta's service and advocacy efforts, can access videos about Zonta's international service projects, messages from ZI President and more.
Wallwisher.com, voicethread.com, screencast-o-matic.com		

