



Zonta District 4 Communications Guidelines

Help us post your information easily, quickly, and accurately

E News Deadlines-1st and 3rd Thursday of each month except July and August

In a Word document- so we can copy and paste

- A title and subtitles
- Blurb- approximately 150 words or less - brief description for social media posts.
- Any links or hashtags
- A longer description for events with all the details. A link can be created from our social media posts or E-News to its own D4 web page post to offer greater detail.
- All content must be grammatically appropriate. We are not responsible for reviewing & editing content.

Poster

- If you want us to link to a poster, it can be a pdf.
- If you want us to show the entire poster, must be a jpeg.
- Links and hashtags within the poster will not be active. If you put them in the Word document we can copy and paste to create a link.

Pictures

- Must be either a jpeg or png. Attach separately to the email.
- Include in the Word document as a reference to the content it relates to; it won't be copied.
- If appropriate, image captions with who, what, when, where.

Copyright

- Club has consent of persons involved in images.
- Images, videos, music, etc. must comply with copyright laws. Clubs will be held accountable for any copyright infringement violations.

Please send all of this attached to an email, not embedded in it. Your email can give posting instructions.

- We cannot get information easily from a link to a website. You must get the information you want to be posted and place it in the Word document.
- We cannot get information from a Power Point.
- We cannot copy from the body of an email. The formatting is all wrong.
- We post content, we do not create it.

Thanks so much for your assistance. The Communications Team spends many hours preparing the D4 website, the D4 E News and the D4 social media accounts- Facebook, Twitter and Instagram. We appreciate your cooperation.

Communications Team (Sheena, Sandra, Kat, Alice, Lori)