

Life Hacks for Easy Communications, by Zonta International Headquarters, 2022

Communication hacks for success

- Set a Content Calendar for the biennium with dates and due dates.
 - Global events
 - Zonta events
 - Community events
 - Club events
- Assign duties with a backup person. This is very important for social media accounts.
- Create templates for design and an outline for your content.
 - Make it easy on yourself by using free templates.
 - What are the top three things people need to know?
 - Something to watch, read, reply, share
 - Share something interesting, even if it's from another account.
- Find your influencers, early adapters and "squeaky wheels."
 - How can they help share your message?
 - What is working for them?
 - What do they want more of?
- Check your audience and meet them where they are.
 - Do you have young professionals? Ask them if they read their emails or if they'd rather get a text message.
 - Could this meeting really have been an email? Why bore your members about business when you can send them the notes they need to know.

Social media management

While Twitter, Facebook and Instagram (through Facebook) allow you to schedule posts ahead of time, there are a variety of platforms that allow you to schedule, publish and monitor all of your social media activities in one place. Options that have free plans include:

- Buffer
- Hootsuite
- Later
- Mailchimp
- Planable
- Tailwind

Instagram

If your clubs and districts are not already on Instagram, we recommend starting an account. Be sure to follow Zonta International (@zontaintl) and Firsts for Women (@firstsforwomen) for inspiration.

- Find the most relevant hashtags to use.
 1. Select the magnifying glass icon to visit the Explore tab.
 2. Type in a keyword and tap the Tags column.
 3. Choose a hashtag from the list.
 4. This will take you to a page of posts bearing that hashtag.

5. Above the “Top” and “Recent” portions of the page, there appears a small bar labeled “Related.” Next to this, Instagram will display a list of relevant hashtags that you can swipe through for inspiration (and further research).
- Follow your favorite hashtags.
 1. Select the magnifying glass icon to visit the Explore tab
 2. Type in the hashtag you want to follow
 3. On the hashtag page click the Follow button
 - Stories
 1. Stories allows you to post as much content as you want without cluttering your main news feed. Get creative and have fun!
 2. The Stories feature can be found on the top left of your Instagram feed and it is highlighted when a new story is posted.
 3. Once you are comfortable with Stories, you can dive into features such as polling, Q&As, quizzes and donations.
 - **Polling:** Ask your followers a question and gain insight.
 - **Q & As:** These are a great way to engage with your followers and can spark a conversation.
 - **Quizzes:** If you want to gather information about an upcoming event or want to test your members’ knowledge, quizzes are a good way to engage your followers or gain some insight.
 - **Donations:** The Donation button allows you to select a nonprofit (including Zonta Foundation for Women) to support and have your followers donate to that cause.
 4. Use stickers, gifs (we have some Zonta Says NO gifs), music and more to create fun, interactive stories.
 5. Stories disappear after 24 hours unless you save them in the Highlights section, which appears at the top of your profile.
 - Tap the “+” button to make a new Instagram Story Highlight.
 - You will be taken to your Instagram Archive, where you can see all of your past stories.
 - Choose which Stories you want in this Highlight by tapping the circle in the bottom-right corner.
 - Tap “Next” and choose a name for your Highlight.
 - Pick out your custom Instagram Highlights cover and click “Add.”

Creating graphics and images

Canva

Canva is a browser-based design tool that makes it easy to create eye-catching images and videos. There is also a mobile app. There are three different packages including a free plan, which has more than 250,000 free templates, hundreds of thousands of free photos and graphics, 5GB of cloud storage, and more.

- Go to www.canva.com and set up an account if it is your first time.
- Click the “Create a design” button in the top right corner. You can create a custom size or choose from a range of pre-selected sizes such as “Facebook Post,” “Instagram Story” and “Twitter Post.”
- On the left side, there will be templates you can use for your design. You can also build from scratch by choosing a background and adding your own photos and text.
- Quick design tips:

- Use a template.
- Create your own “brand” and stick to that as much as possible by using the same colors, fonts and design aesthetic.
- Use limited fonts. Canva has plenty of fonts to choose from, but do not use too many at once because it creates confusion.
- Your color scheme should include no more than three primary colors and a few secondary colors. To stay on brand, choose from our Corporate Brand Colors and/or Secondary Color Palette.
- Keep it simple!
- To make a video, you can animate graphics or choose stock video (available under “Videos” in the slider menu on the left). You can also add music (available under “Audio” in the slider menu).
- When you are done with your design, click the “Share” button at the top right corner. You can either click “Download,” “Share on social,” “Print your design” or “More” for additional options.
- For courses such as “Canva for Beginners,” “Graphic Design Basics” and “Social media mastery,” visit www.canva.com/designschool/courses.

PowerPoint

If you have PowerPoint and are familiar with the program, you can use it to create graphics.

You can:

- Create a New Presentation and either use a template (which you can find by searching) or select “Blank Presentation” and then change the size by going to the Design tab and choosing “Slide Size.” Select “Custom Size Slide” and enter the measurements.
- Access free background graphics and textures. Add your images using “Insert > Photo” from the menu and adjust it to fill your slide using the corner handles. Then click on the crop tool to cut it down to your slide’s size. Click outside the picture to complete the crop.
- Use any font on your computer.
- Insert free clip art.
- Save your images at a resolution you specify: Go to “File > Save as Pictures.” Choose to save a JPG or PNG (higher quality but larger file size).
- Make multiple, similar graphics from a template.

If you are using PowerPoint to create a presentation, you may access our Zonta International template on the PR Tools & Logos page.