



Opportunities Abound

Many clubs around the state take a summer break and are just starting a new club year. Getting our Public Relations Committees in gear is a critical part of promoting our brand and clubs. In addition to your PR Committee, remember Communications and Public Relations are in everything we do. So be aware of how you present your club and the organization to your community. As a GFWC member when we have contact with other groups and the general public, we are promoting our brand and our clubs.

Social Media is another opportunity for communications, publicity, and branding. Facebook is by far the best platform for promoting brand awareness as nearly three-quarters of American adults use the site. When a post is made on your club Facebook page, encourage members not just to "like" the post, but to share it. If each member who reads a club post shares it on her Facebook page, you are getting the word out to many thousands more with just a click. Instagram is a great option if your friends and members rely on images for communications. It is also particularly effective for reaching young adults. Don't forget your webpage. Appoint a webmaster. Check your page often. Make sure it is up to date.

Okay. So you have your members using Facebook, Instagram, maybe Twitter, and checking your webpage. What is next? Provide valuable and shareable content. Focus on creating useful content that viewers will want to share rather than cranking out content to meet arbitrary deadlines. Every piece of content you share should support your club's goals. Include images. Articles with images receive 94% more views than those without an image. If you make it a priority to consistently publish great content and leverage the power of sharing, your efforts are bound to pay off in the long-run.

On another topic, reporting is just around the corner and will be here before you know it. Please include a narrative report. As you start gathering your information, remember that everything you do has a public relations component. The more details and descriptions that you include in your narrative, the better our state report will be. It is just as important as your statistical report. In fact, the narrative is crucial for Communications and Public Relations. Submit your yearend reports by email.

I am looking forward to reading about how each club promoted itself, then sharing the best ideas with you. Contact me if I can help your club with Public Relations.

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