

## Enhancing Communication Tools

The second of the four-part series of C&M Modules was held on November 20, 2021. The virtual webinar offered attendees constructive information on enhancing DKG communication tools.

Take-aways from Module #2:

### Through Presentation

- Design presentations knowing they may be printed or displayed on various devices.
- Effective use of multiple columns, photos, and white space makes it easy to read and attractive.

### With Interaction

- Publications should encourage two/multiple way communications.
- Design scavenger hunts, QR codes, etc. to enhance reader engagement.

### Using an SEO

- Increase website hits by using a Search Engine Optimization (SEOs).
- SEOs allows search engines and browsers to find your website.

### Building a Network

- Marketing 101 is growing a network that wants/needs information being offered.
- Increase network by encouraging members to share publications outside the membership and allowing "Friends" to "Like Us" on social media sites.

If you missed a webinar, want to revisit ideas, or use as a chapter program, access the recorded webinars using this [YouTube Link](#).

## Highlighting C&M Module #3 Maximize Social Media

The third C&M Module offered attendees dynamic information for maximizing social media resources. Panelists' highlights are offered in this issue of *Get Connected*.

### Instagram & Twitter (Marisa Crabtree, DKG CA Leadership Team)

Instagram (Insta or the Gram) is a free photo and video sharing app. Maximize Instagram by creating behind-the-scenes posts; using quotes, text-based images, instructional posts, and videos. Create an interactive community.

Twitter is an app for sharing ideas, news, and trends through quick, timely, and easily digestible tweets. Maximize Twitter by establishing a routine, minimizing the number of hashtags used, using #keywomeneducators, and conveying time-sensitive information.

### Facebook (Elise Buel, DKG CA Learning is for Everyone (LIFE) Foundation Webmaster)

Facebook is a social media platform designed for connecting people, communities, and likeminded persons through the use of posts. Maximize Facebook by creating a monthly calendar and scheduling posts to ensure consistent activity on the Facebook page.

**Digital Newsletters (Virginia Williamson, DKG CA Editor)** Digital newsletters act as a means of communicating with the membership beyond the state newsletters. Maximize digital newsletters by including impactful news articles and columns, utilizing a layout that includes graphics and advertisements, and photos that capture the member experience.

Maximize social media tools by encouraging members to view, comment, like, and share posts, tweets, and newsletters within and beyond the Society to market DKG.

### Final C&M Module - Open to all members

March 5 @ 11:00 CST- *Copyright, Fair Use, and Public Domain- Information for All*  
<https://us06web.zoom.us/j/87339977892?pwd=OEsweJZETHhMYk04ajk4MnhlRUFUUT09> Passcode: C&M2022



### "Did You Know"

DKG members in Finland enjoy cycling year-round. Finnish members do not let snow or freezing temperatures deter them from cycling. Cycling is a means of promoting wellbeing for adults and children. School yards and bike racks across the country are full of bikes year-round. Cycling is a form of exercise and a common means of transportation throughout the year.

Photo: Eija Liisa Sokka-Meaney, International C&M Committee Member, DKG Finland, and host of the March 5, 2022 C&M Module.