

SOCIAL MEDIA REPORT



I just returned from Toronto with Marjolene Leclair, Newsletters, from the Communication Conference. The theme was Create and Communicate. I attended the Webmasters and Facebook sessions and Marjolene attended the Newsletter and Facebook sessions. The thrust of the whole Conference was on how to engage more people and make your Web page, Newsletters and Facebook more alluring, in order to attract more visitors. The Webmaster's session dealt with how to's and more tools for Webmasters such as the 50th anniversary toolkit, Brand resources, District Icon Library and Media Library update.

We are experimenting with face-to-face meetings with a Zoom component for people who can't attend. Charles Tbone announced that there is a hardware package available from him to expedite this that we can purchase. He calls these Hybrid Meetings.

Facebook – Again, the theme was engaging your Facebook Community, by encouraging individuals to visit, follow other districts and, follow local community contacts pages

To get onto Facebook

1. Log into your Facebook page
2. Search & type RTOERO

District5 Our Webpage address is:

<https://district5.rto-ero.org>