Communications & Marketing Committee 2020 Report

This committee will continue to focus on the following goals for the biennium. Additional goals may be added as the need arises.

* Increase chapter involvement in social media focusing on Facebook and YouTube.
* Promote OSO website, Facebook page, YouTube channel, and *The Voice*
* Promote International website
* Use International marketing ideas to educate chapters
* Encourage chapter newsletters

Many of these goals will be addressed throughout the year with articles and/or blurbs in *The Voice.*

With your help, see other ways we are addressing these goals below.

More from the WEBMASTER:

1. Promote and visit the **OSO website**: [dkgohio.org](http://dkgohio.org). If you can’t find what you are seeking, contact webmaster.
2. Promote and visit the **International website**: [dkg.org](http://dkg.org). You must sign in to access resources.
3. LIKE & FOLLOW our **Facebook** **page**: “DKG - Ohio State Organization”. We post a lot of current information from International and Ohio chapters with a Facebook page. New things are posted daily.
4. SUBSCRIBE to our **YouTube Channel**: “DKG - Ohio State Organization”. We are going to be posting videos frequently. Videos will include training, messages from members, Zoom meetings, etc
5. Look at material from International for **Marketing.** The July/August issue of *Get Connected* is a great place to start. It highlights a method for marketing. Find it on the OSO website.

Chapter newsletters are vital to communications are shared with the chair of this committee, Eileen McNally and Diana Kirkpatrick, state president.

PLEASE include the **chapter name in the subject of your email**

**(actually, in any correspondence)** when you send us a copy.

communications.marketing@dkgohio.org

president@dkgohio.org

Finally, we encourage the use of Zoom for all types of communication. Feel free to reach out with questions regarding the use of Zoom.

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Respectively submitted

Cathy Adams, Alpha Gamma

Cathy Tenney, Beta Kappa

Debbie Rhodes, Beta Alpha

Eileen McNally, chair, Beta Delta