Public Relations Action Plan

Traditional Media

Need to maintain our presence with newspapers and where possible television and radio.

Events, educational information, and relevant topics need to be before the public eye.

Newsletters

Relevant information shared with members through emails can be used to help bring members to website.

Social Media

Website, Facebook, X (formerly Twitter), Instagram, Snap Chat, etc. are modern tools to keep members informed and engaged.

Public Advocacy

To help with influencing decisions with activities and publications to inform members and the public.

I would:

Form committee of Knowledgeable women to work with me.

Communicate with TFRW President on all matters and seek advice.

Coordinate with Webmaster, Facebook Admins, and Iris Messenger leader to share all information and seek advice.

Create # to connect with Webpage.

Help clubs with # for their online presence.

Help local clubs with branding.

Create online presence with Instagram, X, Snap Chat, and others.