Electronic Communications Policy

Electronic communications permit effective communication between people without barriers of time or geography. Electronic communication technologies include email, voice over internet, blogs and other forms of social networking. Zonta International encourages the use of electronic communications.

Such enabling technologies stimulate the exchange of ideas, build fellowship and provide new avenues for recruiting, fundraising and advocacy.

Importantly, Zonta International, its districts and clubs must in all communication, verbal or written
- be nonpartisan and nonsectarian
- follow the policies established by the Zonta International Board when expressing themselves about and becoming involved in principles and public issues having a bearing on the Objects of Zonta International
- follow Zonta International Advocacy Policy when advocating locally and globally on issues that will improve the lives of women and girls
- never advocate for, nor against, any political party or individual person in any political position in any country

It is not permissible to use district/club websites and social media pages to express personal views.

Electronic Communications Policies include:
- Networking Policy
- Email Policy
- Social Media Policy
- Club and District Websites Policy

Networking Policy

Networking within Zonta International is a benefit of membership. The mission statement of the organization, Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy, is a shared commitment among all Zonta members. Shared friendship and fellowship, professional interests and business relationships, especially across national borders, enhance club members' total Zonta experience. Networking facilitates these activities.

Networking by Zonta club members must not violate the *Data Protection Policy*, nor the

circularization rule 6, contained in the *Rules of Procedure of Zonta International.*

Networking must not be used to solicit business or favor by initiating contact with other Zontians, but it is permissible for Zontians to initiate contact with other Zontians who provide products or services.

Zonta is non-partisan and non-sectarian and not affiliated or restricted to a specific religious group or political party. Therefore, networking must not be used to promote a political party, a political candidate or a specific religious group.

Email Policy

Zonta International will make full use of all electronic communication mechanisms, including email, to streamline operations, using the same discretion and professionalism that governs all other communication within Zonta International.

Email must be used as a positive and productive communication tool and not as a mechanism for lobbying or harmful gossip.

Clubs and districts should keep the same email address from biennium to biennium, and provide same to webmaster@zonta.org.

Social Media Policy

To keep up with modern communications, Zontians are encouraged to join the official Zonta groups on various social media sites to enable easy communication with the public and to encourage open discussions among club members.

Some of the more common social media outlets for social networking over the internet include Facebook, LinkedIn, Twitter, YouTube, Instagram and Snapchat.

Positive postings by Zontians about our organization on social media can create a greater awareness of Zonta International and Zonta clubs, and encourage membership growth and donations.

Zontians must ensure that their social media sites
- do not include inaccurate impressions of our organization,
- make clear that personal opinions and impressions do not represent official policy of Zonta International,
- do not include links to websites, twitter accounts, images or memes which are not consistent with the Objects of Zonta International or the Mission Statement.

Blog

A blog is an online communication platform, often linked to a website or an event, where followers of a blog are encouraged to leave comments or opinions, which may or may not be screened by a moderator. It is therefore essential that Zontians ensure that blogs, authored by clubs, districts and committees or those linked to Zonta websites at all levels
- do not contain inaccurate or inappropriate information ,

- do not include links to websites or other blogs which are not consistent with Zonta's objects or mission,
- state clearly that personal opinions and impressions do not represent official policy of Zonta International.

Personal blogs should not be linked to any Zonta club, district or committee website or the Zonta International website, unless authorized by Zonta International.

Club and District Websites Policy

Zonta websites, whether representing clubs, districts or Zonta International, are very powerful public relations, recruiting and fundraising tools. They must appear professional and be updated on a regular basis and provide accurate information to our members, our potential members, potential donors and others interested in Zonta.

The domain name of Zonta clubs and districts must be consistent to enable club members and potential members to easily find clubs or districts. Domain names for districts could be, for example, www.zontadistrict12.org, and domain names for clubs could be, for example, www.zontalongbeach.org. Domain names can be purchased from hosting companies for one year or more.

Websites containing personal member data must include a Privacy Policy outlining how the personal data is being used and treated.

► *Zonta International and Zonta Foundation for Women Data Protection Policy*
► *Rules of Procedure of Zonta International*
► *Zonta International Advocacy Policy*
► *Bylaws of Zonta International,* Article 3, Policy
► *Electronic Communications Guidelines*

Document control:

Original Document	Date: October 2010
First adopted by the ZI Board	Date: October 2010
Most recent review by the ZI Risk Manager	Date: December 2019
Amended policy adopted by the Board,	Date: December 2019
Next review date	Date: January 2021

Committee Responsible	PR & Communications Committee