UNWLA Policies and Procedures

Part 4: Social Media

Section 1: UNWLA Website and Twitter

Website Overview

The UNWLA maintains only one official website, www.unwla.org. It provides important information about the organization, UNWLA official projects, news, events, history, financial, and more. The website also provides an ability to learn about the membership and to enter a membership request. Anyone can also DONATE on the website.

All issues of *Our Life* that are at least 6 months old, dating back to 1944 are archived on our website. Women interested in joining the UNWLA have the ability to do so through the web. They can use the "Contact Us" tab to leave comments or ask questions.

The UNWLA website reflects our values as an organization and should be the only UNWLA website across the organization as a whole. As such, Branches and Regional Councils may not create their own websites but are welcome to request that News or Events get posted to the UNWLA website.

To request to have news articles or events posted, please contact the UNWLA 3rd VP for Public Relations and provide the News article or the Event information. If appropriate for dissemination at the National level, it will be posted to the website.

The UNWLA website is developed and maintained by the UNWLA Communications Manager. Contact info: communications@unwla.org

Twitter Overview

Twitter is an online news and social networking site where people communicate in short messages called tweets. "Tweeting" is the process of posting short messages for anyone who follows you on Twitter with the hope that your messages are useful and interesting to someone in your audience.

There is only one official Twitter account for the UNWLA: @UNWLA. It is owned by the UNWLA President and is used to communicate short items of interest (limited to 280 characters) to our membership.

The advantages of using Twitter are:

- <u>Reaching a wide audience:</u> Twitter has a large user base which could include our membership. Using hashtags helps reach our members who are interested in a particular topic or who are in a particular location.

- <u>Delivering improved communication:</u> The platform allows direct two-way communication with our members. Because it's a public interaction, if done well, can show us in a positive light.

- <u>Branding identity:</u> Being on Twitter can help communicate our brand's character or personality. This helps us appeal to our target audience.

- <u>Getting feedback:</u> Twitter is a useful resource for gathering feedback from our members and can also be a resource to attract new members.