

SI Ireland National Communications Report – August 2022

1. New Website - Live

- The new SI Ireland website went live in May 2022.
- News Section** - I would encourage all clubs to supply 'News' items for the site
- Voices Section** – The Voices Section of the website is designed to have updated content including interviews / podcasts / videos. I would like Clubs to suggest people I can interview that are either members or non-members who could be of interest.
- Member Area** – All members will receive a log-in via their club – This area will give access to reports, marketing materials and the archive.



2. Social Media

- By posting across Facebook on a regular basis and supporting key campaigns including International Women's Day we have reached **3527** between April and August 22.
- The launch of the new website will be supported via social channels including new SI Ireland Instagram and LinkedIn pages to improve our social reach.
- New Members Campaign – September / October – Working with Siobhán Matthews Membership & Organisation Development Officer create a series of posts to promote SI Ireland and drive potential new members to the website and engage with their local Club.



3. Media and Marketing Planning 2022/23 – Still in development

- Theme:** Soroptimists 'Stand Tall – Stand Out'
- Aims:** Grow profile of the organisation within Ireland to:
 - Gain and attract new members who see the value of joining SI and drive women and girls to the new website
 - Improve partnerships with organisations including Irish female-focused businesses organisations / Local and National Government / Local and National Press including social media groups
 - Work with the Programme Action Officers to effectively promote the chosen project(s)
 - Develop National / Local Monthly PR / Marketing Activity - To include social media content and graphics / press releases / Additional content and links to www.soroptimistireland.com .
 - Develop content to be used at a National / Local level for high profile events – Orange the World / National Women's Day

Sue Karran SI Ireland National Communications Officer

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