



Communications Report

Sue Karran

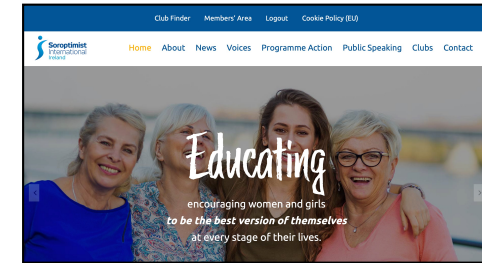
National Association Communications Officer

Jan 23

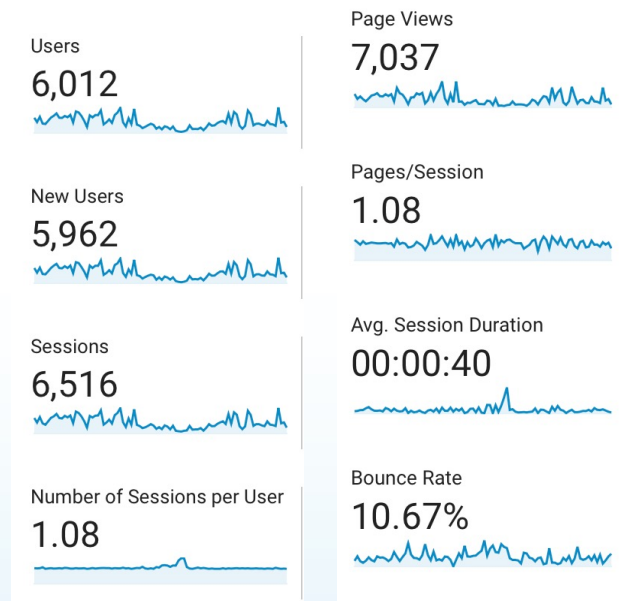
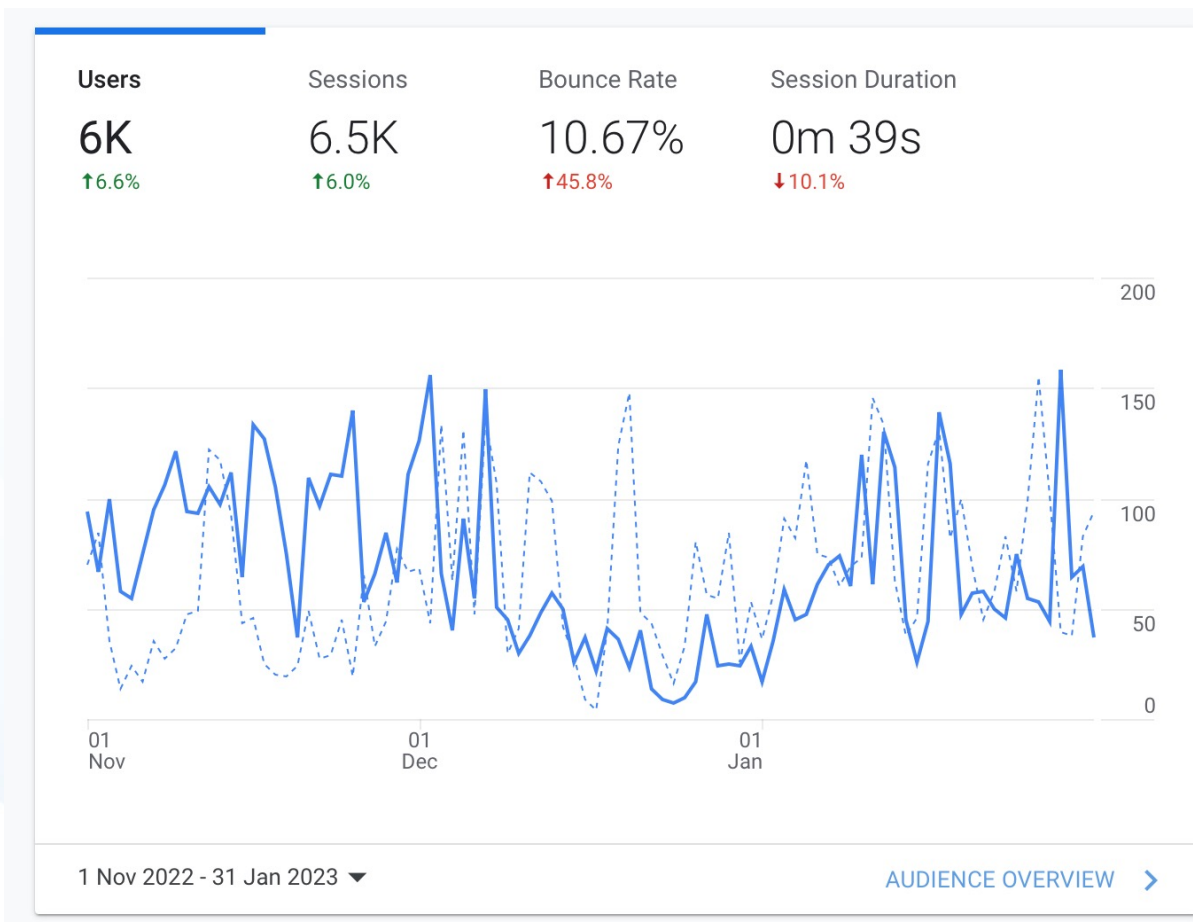
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*transforming lives***

Summary

- Website visitor numbers were similar to the last quarter at over 6K
- The age profile has changed with more younger visitors
- Home page and Public Speaking still most popular pages
- Social Media visitor stats are similar to last quarter.
- Number of social media posts were down as I was away for most of December / January
- Marketing Workshop to be organized – Feb 23
- New Member Campaign to be started as soon as budget is available
- National Social Media Campaign to support local initiatives for IWD

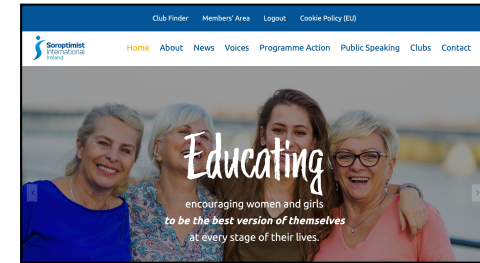


Visitor Data

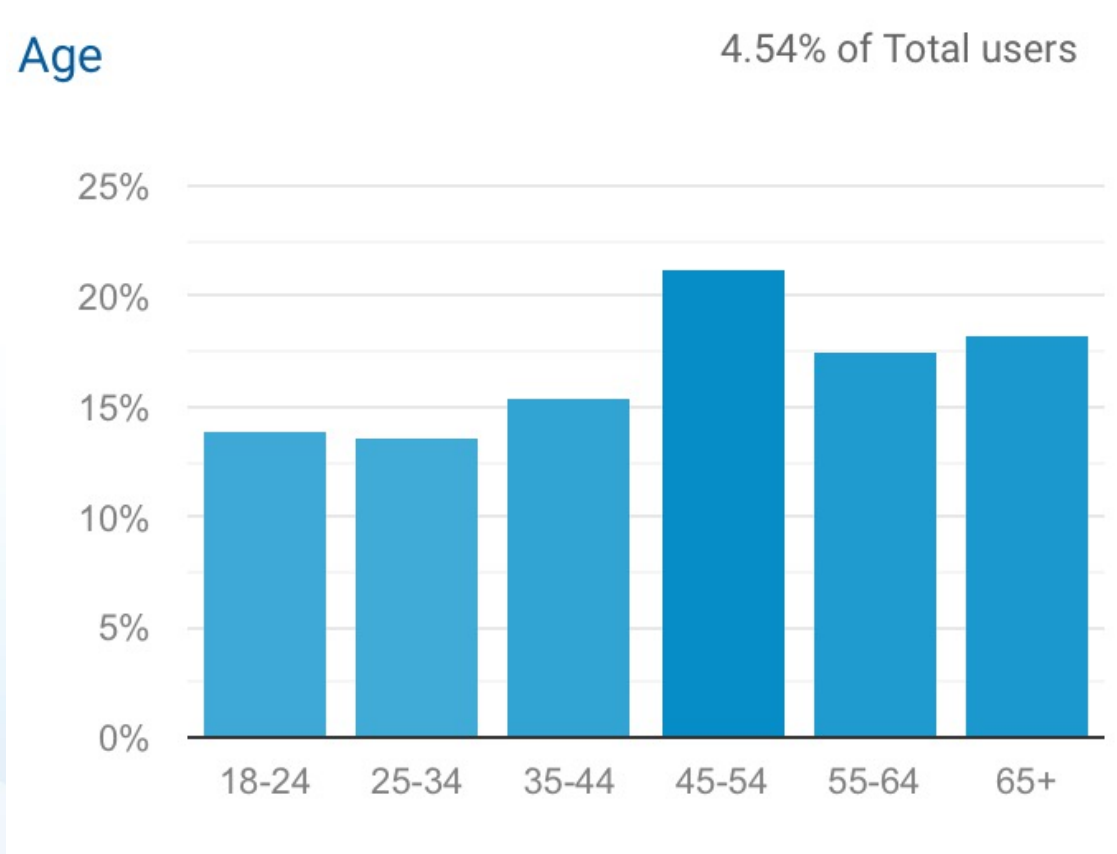




Website
www.soroptimistireland.com



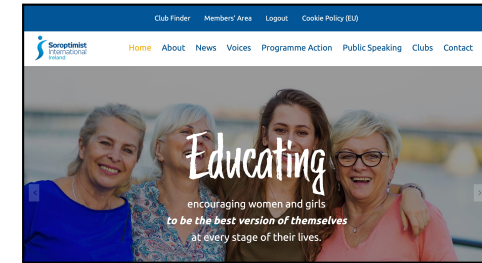
Age Data



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Website
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Page visited Data

Page	Page Views	Page Value
/	1,696	€0.00
/public-speaking/	961	€0.00
/club-finder/	563	€0.00
/about/	448	€0.00
/news/	393	€0.00
/contact/	255	€0.00
/programme-action/	233	€0.00
/become-a-member/	221	€0.00
/2061-2/	217	€0.00
/voice/orange-the-world-16-days-of-action/	155	€0.00

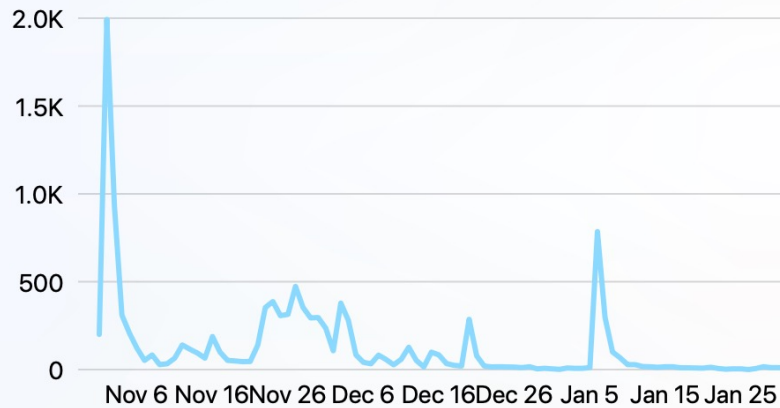
1 Nov 2022 - 31 Jan 2023 ▼ [PAGES REPORT >](#)

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Page visited Data

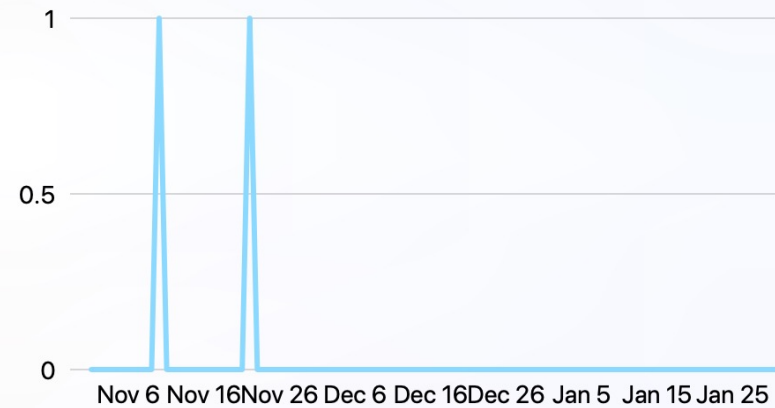
Facebook Page reach ⓘ

6,605 ↑ 13%



Instagram reach ⓘ

2 ↓ 96.8%



Waiting for
budget to be
agreed

New Member Initiative - Why I'm a Soroptimist...

- Run paid Social Media Campaign across Facebook
 - Targeted at 40 – 55 age range
 - Jan – March 23 – Up to 100 euros per month.
- Articles / News on SI Ireland Website promoted via Social Media
- Articles / News Releases to National and Local Press
- Press Pack available via SI Ireland Website
- Attend "live" women's events Nationally to gain higher profile
 - Create Banners and literature to be used at these events

I'M A SOROPTIMIST



"I was following my hopes to meet new friends, enhance my skills, and volunteer with and for women, and over 16 years I've experienced full satisfaction on all fronts."

Barbara Harrison
SI Wexford, Ireland



I'M A SOROPTIMIST

“

Because of the Soroptimist values of human rights for all and global peace and international goodwill.

Anny Verwey
SI Bray, Ireland





Club Communication Workshop – Feb 23

Discuss Key Objectives for 2023

- Growing profile of the organisation within Ireland
- Gaining and attracting new members who see the value of joining SI
- Improve partnerships with
 - Partner business / social organisations
 - Irish female focused businesses / organisations
 - Local and National Government
 - Local and National Press including social media groups

Sue to confirm date and the meeting will be held via Zoom

International Women's Day

"Together we can forge women's equality. Collectively we can all #EmbraceEquity"

- Social Media – 1st – 10th March 2023
- Articles / News on SI Ireland Website promoted via Social Media
- News Release to National and Local Press





National Poster Submitted for Dublin 24 Conference



“Well-being in Focus”

“Each year as Soroptimists in Ireland we undertake a variety of national project work underpinned by our Mission and the United Nations Sustainable Development Goals (SDG’s). I’m delighted the 2022/23 project is “Well-being in Focus”.

As an organisation, we are committed to improving the lives of women and this project will have a significant impact to all our lives and those of women and girls within our communities”. – Eadaoin Lawlor National President SI Ireland

Aim: “Well-being in Focus” is an initiative to improve the health and wellbeing of members and their communities.

Rationale: The health and well-being of women in Ireland is a significant issue, with powerful barriers to women achieving and maintaining good physical and mental health.

Outcomes: Facilitate local, regional and national projects including outdoor activities, walks, music events and creative workshops to unite our members and support other women and girls of differing backgrounds.

In 2008 the think-tank The New Economics Foundation developed a set of evidence-based actions - “Five Ways to Well-being”.

These are simple actions to maintain or improve health and well-being.

- Connect
- Be Active
- Take Notice
- Keep Learning
- Give

This initiative is already having an impact for our members and we hope to expand the project further in the coming months.

15 Soroptimist Clubs across the Republic of Ireland

Start: 01/09/2022
Finish: 31/08/2024

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



Partner Organisations:














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Thank You...

