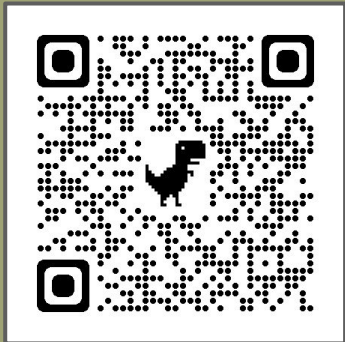Ohio District of Circle K International (ODCKI) 2024/2025

Club Bulletin Editor Training

ODCKI SpOT 2024

Note:
All underlined phrases contain links to intended content to help save time and answer questions

Club Training Notes

All slides will be delivered to ACTIVE ODCKI Clubs for proper officer trainings.

If you have any questions, please reach out to governor@ohiocki.org

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Club Bulletin Editor Training Agenda

- Introduction
- General Overview / Responsibilities
- Content Creation Tools
- Brand Guide / Marketing Materials
- Publications
- Social Media
- Club Newsletter
- Publishing Schedule
- Photos / Content Releases
- Communication with K-Fam

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Introduction

- Name

- School

- Year in School

- Favorite Color

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General Overview and Responsibilities

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Club Bulletin Editor Overview

If your club elects or appoints an editor, it is the editor's main responsibilities are to:

- Create periodic, consistent publications
- Newsletters or other communications to inform your members about events
- Important dates and board activities

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Content Creation Tools

Content Creation Tools

In order to make quality content for your club, it may be helpful to use services made for content creation.

- Canva: Easy to use visual suite, allows for easy collaboration, most utilities are free, the best!
- Google Drive: Common tools for working in groups, very easy for collaboration, free
  - Google Form: Can be used to pull photos from members using files collection
- Adobe In: Great tool for design, costs money but has options for students
- Pexels: Free, high quality stock images for posters and content
- Issuu: Converts PDFs and documents into an interactive flipbook and marketing assets. Embed flip books onto your website and distribute online.

Keep designs consistent so your club can build its brand identity!

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CKI Brand Guide

CKI Brand Guide

Circle K International promotes using the <u>CKI Brand Guide</u> for content used by CKI clubs.

This guide contains information such as:
- Logos
- Fonts
- Colors (YES, there is a palette of colors)
- Graphic elements
- Design examples
- Etc.

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CKI Brand Guide and Marketing Materials

Here are links to different CKI Brand Resources:

- [CKI Brand Guide](#)
- [CKI IN Design Templates (Adobe IN)](#)
- [CKI Graphic Elements Toolkit](#)
- **[CKI's Official Color Palette](#)**
- [Public Relations Tips and Tools](#)

More resources can be found on [Circle K's website](#)

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Publications

What is a Publication?

A publication is any post, release, story, ect. that is made on behalf of the club.

- Clubs should be making publications consistently and frequently.
- Examples of publication content
  - Past events reflections
  - Fundraising totals
  - Upcoming events
  - Member highlights
  - Etc.

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Reflection of Publications

It is very important to keep in mind that anything posted is a directly reflection of CKI and your organization.

- Take accessibility into account; make sure everyone can access the post
- Post on different social medias (<u>Instagram</u>, <u>Facebook</u>, <u>LinkedIn</u>, etc.)
- If it is posted, IT MUST BE TRUE
  - It is good practice to get confirmation from related parties before posting

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Social Media

Club Social Media

The easiest way to access college students is through social media

- Helps with recruitment and recognition!
- Helpful tips for posting:
  - Schedule posts
    - Allows for what photos or content needed to be recorded by attendees
  - Find ways to interact with others
  - Allow for members to directly interact with posts to have some sort of effect

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What to Include in Posts?

When posting on social media, all necessary information must be given for it to be useful for the reader:

❑   Description of event / What is the focus?

❑   Time

❑   Location

❑   Required materials

❑   NECESSARY additional information

It is also nice to have photos from past events or promotion art!

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Club Social Media Platforms

Try to gauge what platforms you use towards your targeted audience
- **CKI**: Instagram
- **Kiwanians**: Facebook
- **Key Club**: Instagram and TikTok

Using **MailChimp**, you can also send emails for publications to reach all audiences as well!
- Marketing automation and email marketing platform
- Harder to use if you don't have experience

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Social Media Accessibility

When using social media it is important to use good accessibility practices
- Alternative photo descriptions (Sight)
- Color-blind friendly colors
- Allow sharing of content via stories or reposts
- Minimal political commentary
- Keeping post available for long durations of time

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Social Media Post Timeline

Usually, posts geared towards events are keep on a time-table
- **Week -2**: Promotional material
- **Week -1**: Last minute reminder for registration
- **Week 0**: Reminder of event happening
- **Week 1**: Reflection of event
- **End of board term** (End of March): Delete posts for promotion and reminders to help lower confusion for upcoming board

A useful tool for this is Hootsuite: social media management tool that brings scheduling, content creation, analytics, and social listening to one place.

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Club Newsletter

Club Newsletter

The club newsletter reminds members about club activities and motivates them to participate.

This can be done either through print or electronically.
- If done through print, be sure to remember environmental impact; try use recycled paper.
- Sponsoring kiwanians may enjoy receiving a physical copy.

Developing newsletters can be time-consuming; make sure that your design doesn't distract from the newsletter content.

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Club Newsletter Content

Topics should include:
- Upcoming programs at meetings
- Upcoming service projects, social activities and Kiwanis family activities
- Committee Progress Report Forms submission deadlines
- Deadlines for project sign-ups
- Important dates (for the club, university and sponsoring Kiwanis club)
- District, division and international events
- Board actions
- Names of new members

You may want to liven up the newsletter by **encouraging members to submit their own photos and stories**, including **interesting articles from other publications** and **highlighting other campus activities**.

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Publishing Schedule

Publishing Post Schedule

As previously mentioned, it is good practice to have a posting regiment for you to use when planning large events

- Find times to post on the social media platforms prior to posting and for the duration lead up to and during the event
- Have attendees post stories of events while taking place

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Publishing Event Schedule

It is important to post event schedules for the clubs for either the month or week

- Talk to president about what events will be happening for the portion of the event schedule
- Send reminders of events using a flyer that you made
- Don't post about events that are too far away in time to be validated or confirmed by event planner

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Photos/Content Release

Photo Release Forms

When making posts for fundraisers, you must use photo release forms when taking or using photos

- Photo Release Form Template
- If a photo release is not used for advertising for fundraisers, there is a potential of legal actions from individuals being used

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Communication with K-Fam

Sponsoring Kiwanis Club

Make sure your sponsoring Kiwanis club can see your club's postings and publications

- Link your Instagram and Facebook
- Ask Kiwanis members to show you a publication
- Make sure you interact with their posts

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Interacting with Other CKI Clubs

It is very important to interact with and support fellow CKI members
- Follow other CKI club social medias
- Promote their publications
- Interact with them on social media via interclubs, competitions, or discussions

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District Publications

If your club is planning a large event, reach out to the District Bulletin Editor (Ella Powell) to plan out posting events to make a district event

- Allows for other CKI members to be aware and attend
- Promotes strength of club
- Shares the great ideas your club is planning and implementing

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International Publications

If your club has done something outstanding for the club, district, or international that you feel should receive attention, reach out to Neha Pasupuleti

- Allows for all CKI clubs to see the impact your club made
- Shows how passionate your club is towards the cause
- Receiving deserved club and district recognition

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Questions?

SMART Goals

What are SMART Goals?

Specific	• A specific goal has a much greater chance of being accomplished than a general one. • To set a specific goal, answer five detailed questions: who, what, where, when, why.
Measurable	• Establish concrete criteria for measuring progress (including target and completion dates) toward attaining each goal. • When you measure progress and reach target dates, you stay on track for success.
Attainable	• When you identify your most important goals, you begin to figure out ways to make them come true.You develop the attitudes, abilit • ies, skills and financial capacity to reach them.
Realistic	• To be realistic, a goal must represent an objective toward which you are willing and able to work. • A goal can be both ambitious and realistic; you are the only one who can decide how high to aim. • Be sure that every goal represents substantial progress. • A high goal is frequently easier to reach than a low one, because a low goal exerts low motivational force.
Timeline	• Create a timeline for implementing your goals step-by-step. • Setting deadlines motivates people and ensures projects are done on time and on budget. • Make sure the timeline is realistic and flexible to ensure the goals can be achieved.