District Report (supplemental)
Communication- Pride Report, Website, Social Media
February 11, 2024

Dear Governor Mike and Cabinet,

The District Facebook page has had a good year, very much bolstered by DG Mike's great posts featuring various club events and visits. In the last 90 days, our post about the Marion Ohio Lions Club had the most engagement. Facebook looks at the number of views, "likes", and comments that a post is receiving (called "engagement") and uses that information to determine how often that post will show up to other people. If you are scrolling by and notice a cool story on the OH5 Facebook page, or ANY Lions page, giving at least a quick "like" helps boost our visibility!

The OH5 e-Clubhouse website is currently experiencing an error that prevents uploading of the February Pride Report. An update was posted on the page directing folks looking for the newsletter to the albums on the Facebook page where they are viewable. LCI is aware of the bug and working on it. As of 2/11/24, it is still letting me upload cabinet reports, since those live on a different page. To view all the cabinet reports in easy-to-read pdf format, sorted by report number, visit https://www.e-district.org/sites/district13oh5/page-7.php.

I gave two presentations at the Ohio Lions Winter Retreat on ways clubs can use technology to help with communication. If you or your club are interested, I would be happy to share these resources, or do an online training or visit for your club. The two presentations are listed at the end of this report. I can also assist with some general Facebook and e-Clubhouse troubleshooting.

1st VDG Toni has asked me to continue as Communications Chair for LY24/25 and I look forward to working with her and next year's cabinet.

Respectfully submitted,
Lion Christina Beargie

- Session 1: "Member Satisfaction- *Your Way*!"

Tired of long paper forms, typing up responses, and trying to figure out what to do with all your data? Google Forms offers a simple, fast, and *anonymous* way to collect member feedback. We'll go over how to use Google Forms, collect responses, and put your data into a summary report for your officers and club to review. Most importantly, we'll talk about how to build the survey *your way*- asking the questions your club cares about, and skipping the stuff you don't

need. Keep it short, keep it simple, and your results will be more relevant and actionable to help improve *your* club!

- Session 2: "Technology Tool Tips"

Your club needs to communicate- with each other, with prospective members, and with the community. What technology tools can help streamline and even improve your communications? You have an e-clubhouse, you have Facebook, maybe you have a Gmail account. But are you using your technology tools to their fullest? Learn about the FREE technology tools & tips that can help with common communication pain points.