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## **Report Chair Website D28 and PR and Communication**

In the beginning of the biennium the new website (<https://zontadistrict28.org>) was launched and was improved on a regular basis.

- The new D28 Board members were added with pictures and hidden email addresses.
- Biennial Goals, Governor letters, calendar of events are also updated regularly.
- Governing documents as well as Zonta International Tools were uploaded or linked.
- Area 02 and 03 created each a subsite to present their Area, Area 04 linked to the already existing Area Website.
- As this District Conference takes place online, all necessary details on the District Conference have been uploaded and an online button has been created for the registration to the DC.

Communication was mainly done via Facebook and Instagram

The Brand Identity Guidelines were updated by ZI in February 2021.

In August and September, a new campaign will be launched and several “elevator speeches” will be created in each Area and then the best ones will be posted on the ZI website.

Kathrin Laubacher, Chair Website, PR and Communication