

Oral Report to 102nd Annual National Convention  
National 1<sup>st</sup> Vice-President and Chairperson of Communications Betty Colaneri

Technology is a new frontier for me, so I Google searched “communication” to see how best to tackle the art of communication in a technological world. The answer I found is that it is the lifeline and essential tool to any organization or relationship. Good communication is the bridge between confusion and clarity.

Members adapted to various ways of communicating with their sisters in the League across the country. Knowing just how important it was, members stepped out of their comfort zones and embraced technology to ensure that the lines of communication would remain strong. This has been a learning experience for all, especially with the “techy verbiage”.

“Hash” was chopped meat and “tag” was a game children played. Now combined as “hashtag”, it means a word or phrase preceded by a hash sign (#), used on social media, especially Twitter, to identify digital content on a specific topic.

“Notification” has been sent for a friend request. Weren’t we already friends? “Tick tock” was the sound a clock made. Now “TikTok” is a social media app where users create videos.

“Zoom” used to be something used to get a closer view. Now it is a videoconferencing platform. How many times did we hear, “We can’t hear you. You’re on mute”! But we persevered. We managed to adjust our monitors so we could see our whole face, not just the forehead, and to turn off the mute button to speak.

#### COMMUNICATIONS

C: Connection, contact, conversation

O: Outreach to members

M: Members, the lifeline of the organization

M: Magazine. *The Canadian League* remains a primary resource and powerful communication tool for articles on spirituality, advocacy, action, education and to share new ideas regarding the strategic plan.

U: Uniting Catholic women through the engagement hub

N: Notifying members of upcoming events such as the mass sponsored in honour of Our Lady of Good Counsel. This year it was held on April 28<sup>th</sup> due to a scheduling conflict. The date of April 26<sup>th</sup> has now been booked until 2036 to ensure that does not happen again.

I: Information shared with members

C: Correspondence through communiques

A: Advertising important events such as the 56<sup>th</sup> World Day of Social Communications and the papal visit

T: Twitter, a form of social media that uses hashtags

I: Instagram another popular form of social media

O: "On the Spot" has been changed to "Spotlight" to shine the light on members, councils and their projects

N: National Day for Truth and Reconciliation was strongly promoted

S: Social media assistant was hired to handle the high demand of posting to the website and social media. This needs to be done on a regular basis and in a timely manner to remain current and relevant.

Now that's communications!

CatholicWomenUnite.ca, the League's engagement hub is a new webpage dedicated to delivering marketing content to prospective and current members. Its purpose is to provide new opportunities to interact, continuously engage, and capture interest through lead generating content tactics. It will leverage current content with fresh appeal. This will be a true online engagement hub, delivering refined key messages appealing to the audience. As a highly visual hub, it can include multimedia content encouraging an audience to engage within a specialized platform while providing incentive. The initial webpage includes Unite for Change; Unite the Nation; and Share the Love. Moving forward there will be more content updates as well as related digital marketing campaigns to drive traffic to the hub.

An *ad hoc* committee was struck to address changes needed to the national website. The committee submitted several recommendations to the board. The website will be a more user friendly, simplified, modernized and optimized site while not completely throwing everything out and starting from scratch. A homepage wireframe is the first step in the design that allows alignment on priority content which should be seen on the homepage.

These are exciting times! Pope Francis stated that, "Good communication helps us grow closer, to know one another better, and ultimately, to grow in unity." So, what's your profile hashtag? God has sent a friend request to communicate as joyful warriors to spread the good news. Let's all click the tab and accept His request. #joyfulwarriors

Communication, the final frontier. These are the challenges of the communications chairperson. My continuing mission: to explore strange technology; to seek out new ways to communicate; to seek out new URLs and new members; to boldly go where I have not gone before.

With technology and the personal connection, together we can do virtually anything, and the League will live long and prosper! ✚