



ZONTA
INTERNATIONAL

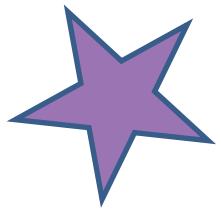
USA CAUCUS

EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

Social Media 101

Katherine Cleland

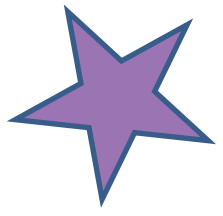
**Zonta USA Caucus,
Zonta Club North Puget Sound, Seattle WA**



Social Media 101 Agenda

- Changes in social media - Who is using social media where and how
- Rapidly changing rules, algorithms and behavior
 - Gloss over content Creators and Influencers over connections and trust, sizzle over brands.
 - Abs over community - Diving to the lowest denominator.
 - Country and region specific bans and rules
 - If you use AI → label it.
- What does this mean for clubs? Reprise “weaving the threads”
 - Events, Advocacy, Connections
 - Bluesky for Politics in USA
- Basics for Facebook and Instagram
 - Social is social
 - Reels are paramount
 - Groups in Facebook ,if you have them, and your members are there
- Basics for Linked in
- Privacy Basics
 - Europe?
 - Asia
 - Canada





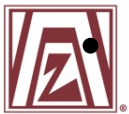
Biggest shifts in Social Media

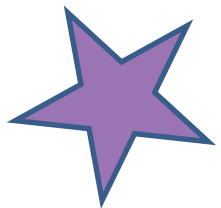
The Biggest Shifts Happening in 2026

Social media is no longer primarily a broadcasting tool. It now serves three equally important roles:

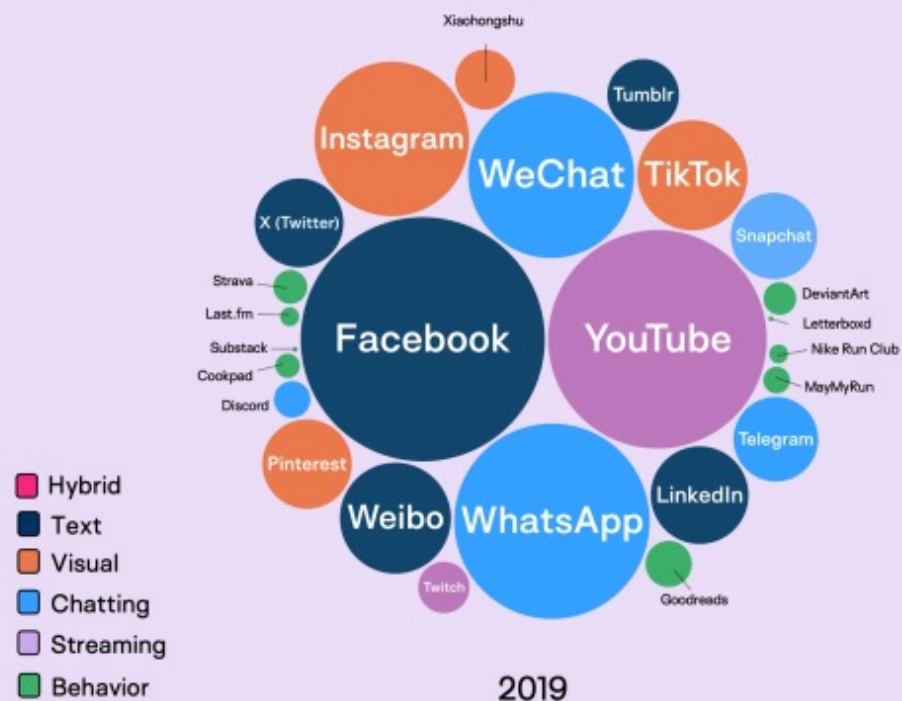
1. **Community infrastructure** (groups, chats, memberships)
2. **Discovery infrastructure** (search, AI, recommendations)
3. **Mobilization infrastructure** (events, petitions, fundraising, advocacy)

- **The Follower Graph (Virality) Is Losing Importance**
- Communities are moving into Private Spaces
- Video is the default language
- Trust is replacing Reach
- AI is the Gatekeeper

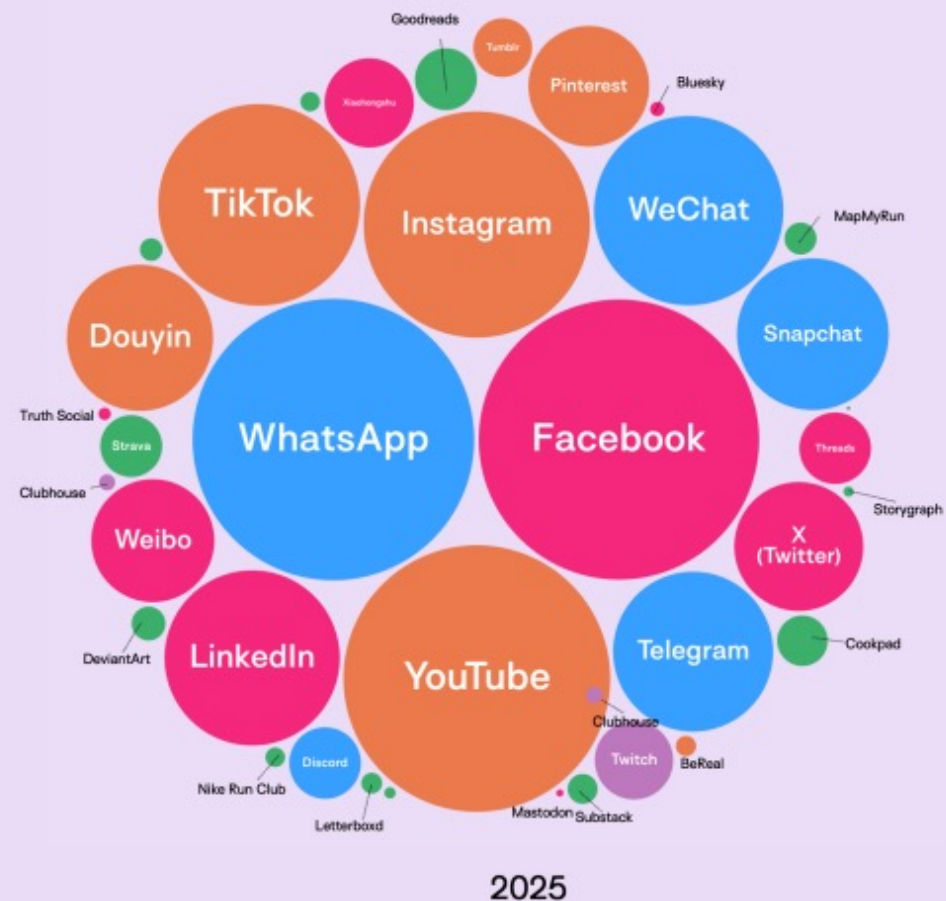




The Great Fragmentation: Navigating the Splintered Web



Comparison of social platform monthly active users between 2019 and 2025

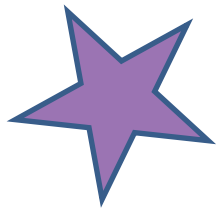


PULSAR*

<https://www.pulsarplatform.com/resources/the-great-fragmentation-navigating-the-splintered-web-2026-social-strategy>



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Social Media 101 is Communications 101

- It's always about your Audience:
 - Members
 - Participants
 - Community
 - Thought leaders
 - Policy Makers
- Social media is in Addition to Email and direct communication
- Communications teams are expected to contribute to long-term outcomes, such as trust, understanding, engagement, and influence
- And short term outcomes, such as attendance, donations, and awareness (engagement).
- What do you measure? Are you feeling successful?

Why Social Media

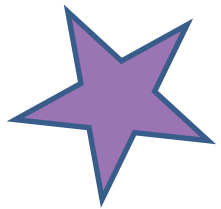
It's role is changing rapidly



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Ways to think about "Social Media"

1. Community: Group communication + Build Relationships
2. Participation: Activity, participation and events, Drive Action
3. Awareness: Educate
4. Advocacy: Influence and create change
5. Loyalty and affiliation – Build Identity
6. Entertainment – Earn Attention
7. Search - Be Discovered



Why be on Social Media?

Both for Members!– For prospects and community!!

- **Members:** loyalty, Belonging, trust, values, sharing, events
 - Reinforce messages and opportunities that are sent via email...
 - in the cluttered communications world, reaching members and community multiple ways is important.
- **Build trust:** Posting on social media builds trust between you and your followers as you demonstrate your authentic voice and knowledge of your industry.
- **Promote events:** You can post details about in-person events or host virtual events, such as galas, fun-runs, adoption meet-n-greets, panel discussions, or town halls.
- **Expand reach:** Social media allows you to reach new people and share your message and mission with them.
- **Advocacy and Policy Education:** Separate strategy, often different channels and focus

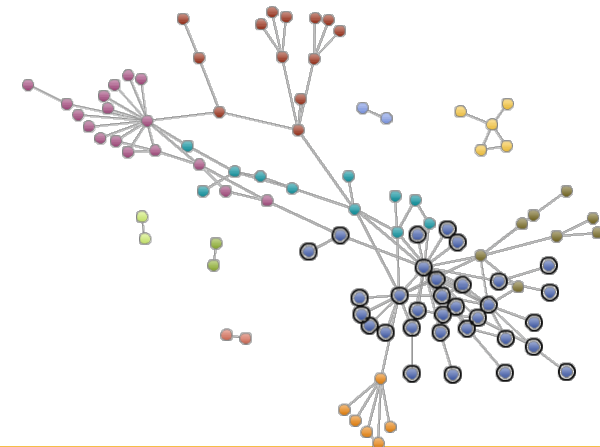
Social Media is “Social”

- PARTICIPATE
- MAKE CONNECTIONS
- CONTRIBUTE EXPERTISE



You don't go to your first Chamber "greeters" meeting cold and talk only about your business and offer a contest.

You go, you make connections, and you share Information and support in your area of expertise.



MEET, GREET, THEN POST / PROMOTE



Focus on Facebook + Instagram

Get Threads for Free

(Still) The most popular
Social Media for Zonta Demographics
+Like Minded Orgs

North America: Add BlueSky + Linked in

For Advocacy and Community Leaders + Like Minded Orgs

Europe: Start with Linked-in

For “Young Leaders” College + Job Seekers



FacebookTips and tricks 2026

101- the basics

- Recruit members to be your cheering squad. Like, comment and share.
- Create a group to coordinate your amplifiers, or build coalition or community
- Utilize mobile-first formats especially short-form video on Instagram and “reels”
- Put links in the first comment
- to make taking political or social action—such as signing a petition or contacting representatives—as frictionless as possible

201- do next

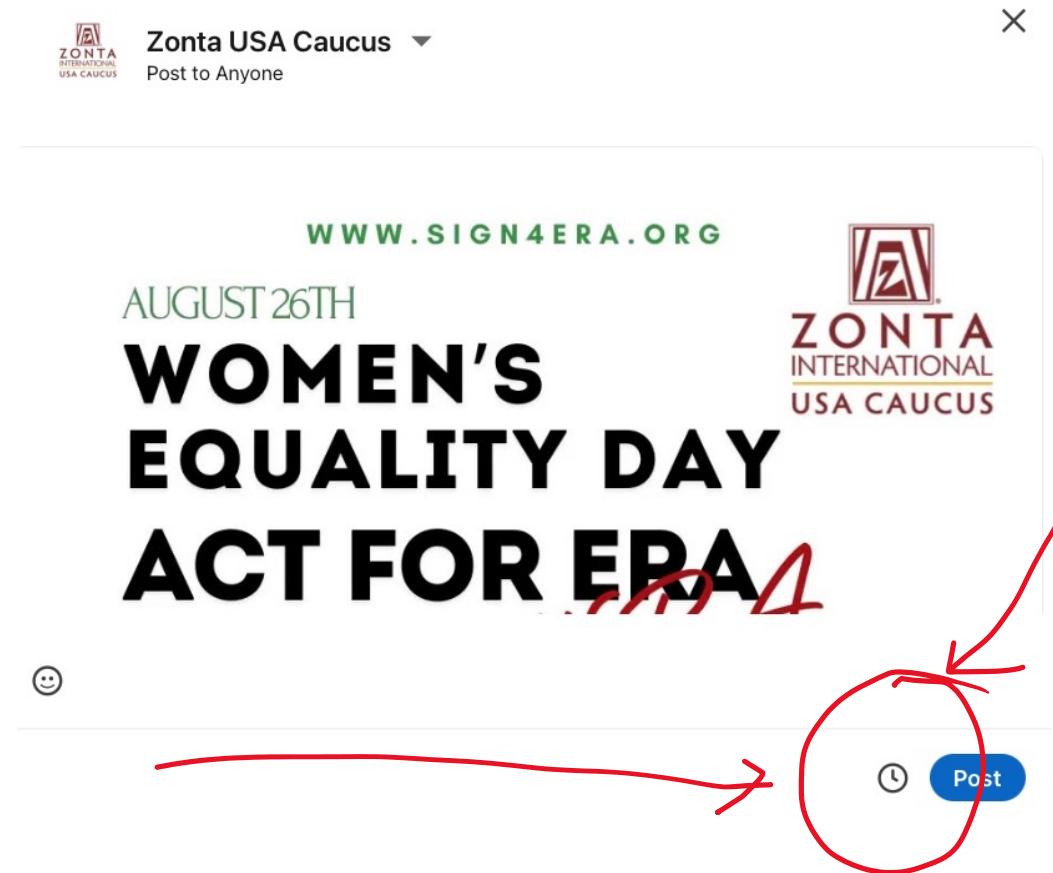
- Schedule posts via Meta Business Suite
- Invite collaborators
- Tagging is still there

Linked In Tips and tricks 2026

Be Social...but with a plan

- Recruit members to be your cheering squad.
Like, comment and share.
- Focus on Thought-Leader messages that elevate human voices and field experts

Schedule Posts



Instagram Tips and tricks 2026

Content

- Use Real People Recording – Selfie video or zoom video
- Make it vertical
- Use a carousel if no video!
- Add music
- For important ones: **Create in the app**, many more choices and options than scheduled posts
- Create LinkTree for links
- Use teaser “hooks”
- Use stories
- Use send to contacts...

Threads Tips and tricks 2026

Threads is via Instagram

- Create via your Instagram account (org or personal)
- **Text Limits:** If your Instagram caption exceeds Threads' **500-character** limit, the post will fail to automatically cross-post.
- **Manual Trigger:** You can choose to auto-share "**Always share posts**" or
- just share a single "**Share this post**" before publishing

More like Twitter:

- Keep it short, break it into parts, add a photo to each part

Bluesky Tips and tricks 2026

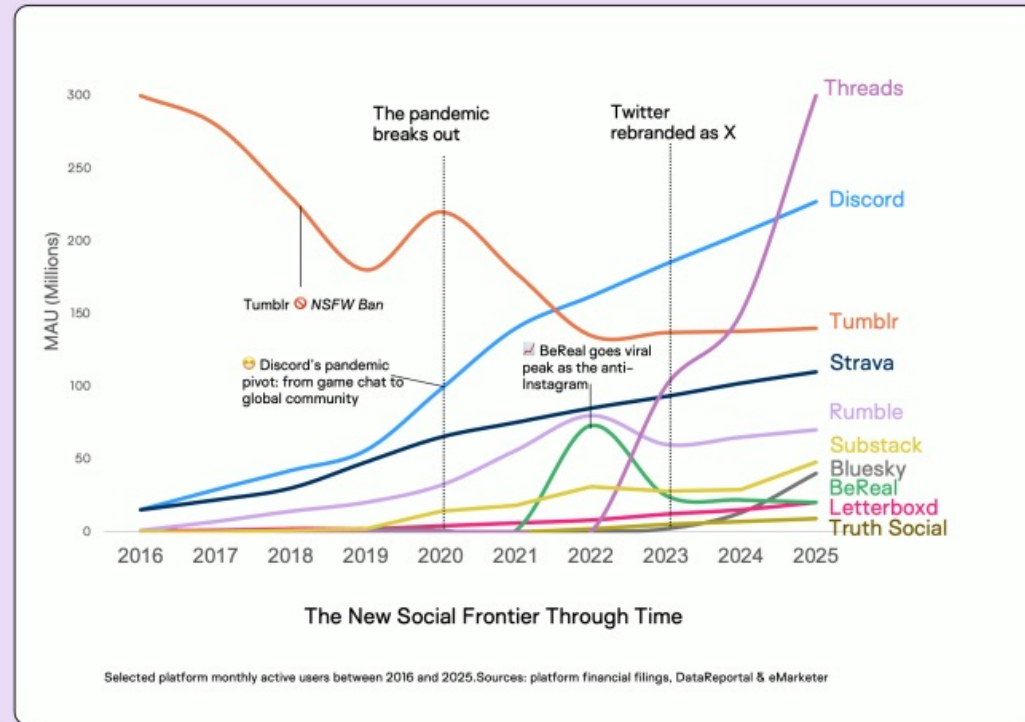
Mirror you threads or Twitter

There is NO Algorithm

- Use Lists

Niche Platform Growth

Different platforms map onto different needs – and vibes



Top 5 social apps by user growth

1. Bluesky: +207%
2. Threads: +100%
3. Substack: +65.6%
4. Letterboxd: +33.3%
5. Truth Social: +28.6%

Users now evaluate platforms not just by features, but by the cultural "vibes" each one offers, shifting growth toward niche, purpose-built environments. They expect brands to understand the vibe.

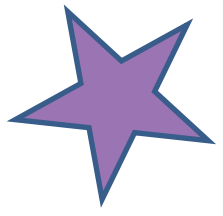
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Why reddit?

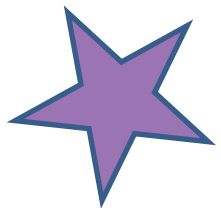
AI quotes it:





Hearts, Heads, Hands Model

- Awareness
 - You've grabbed my attention by triggering an emotional response (laughter, hope, anger, guilt, etc.)
- Interaction
 - I'm paying attention and thinking about what I'm seeing or hearing and interacting more with the content.
- Participation
 - I see your call to action and I'm doing what you asked



The Hook, the Story

Hook Type

Surprise

Contradiction

Question

Identity

Emotion

Example

"Most people don't know..."

"Everyone says equality is settled.
It isn't."

"Why isn't equality in the
Constitution?"

"Women have waited 100 years."

"My grandmother fought for this. I
still am."

"What happens if protections
disappear?"



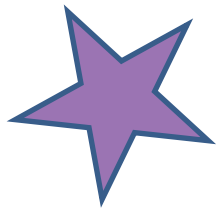
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Stakes

Content- What should it be?

Why should someone Stop
Scrolling- Attention

- 1. I didn't know that.**
- 2. I can't believe that.**
- 3. That's me.**
- 4. I agree with that.**
- 5. I need to do something
about that.**



Using Instagram

The 5-3-1 rule is a popular, daily engagement strategy used to organically grow your Instagram audience. For every piece of content you post, or simply as a daily ritual, you take the following actions within your target community or niche:

- 5 Likes:** Like five posts from accounts you want to connect with.
- 3 Comments:** Leave three thoughtful, genuine comments (avoid just using emojis).
- 1 Follow:** Follow one new account that aligns with your goals or niche.

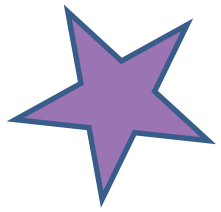
Why This Strategy Works

- Encourages Reciprocity:** By showing authentic interest in others, you increase the chances that they will visit your profile, engage with your posts, and follow you back

Warms Up the Algorithm: Engaging with other accounts tells the Instagram algorithm that your account is active and social. This boosts your overall visibility and increases your chances of appearing on the Explore page.

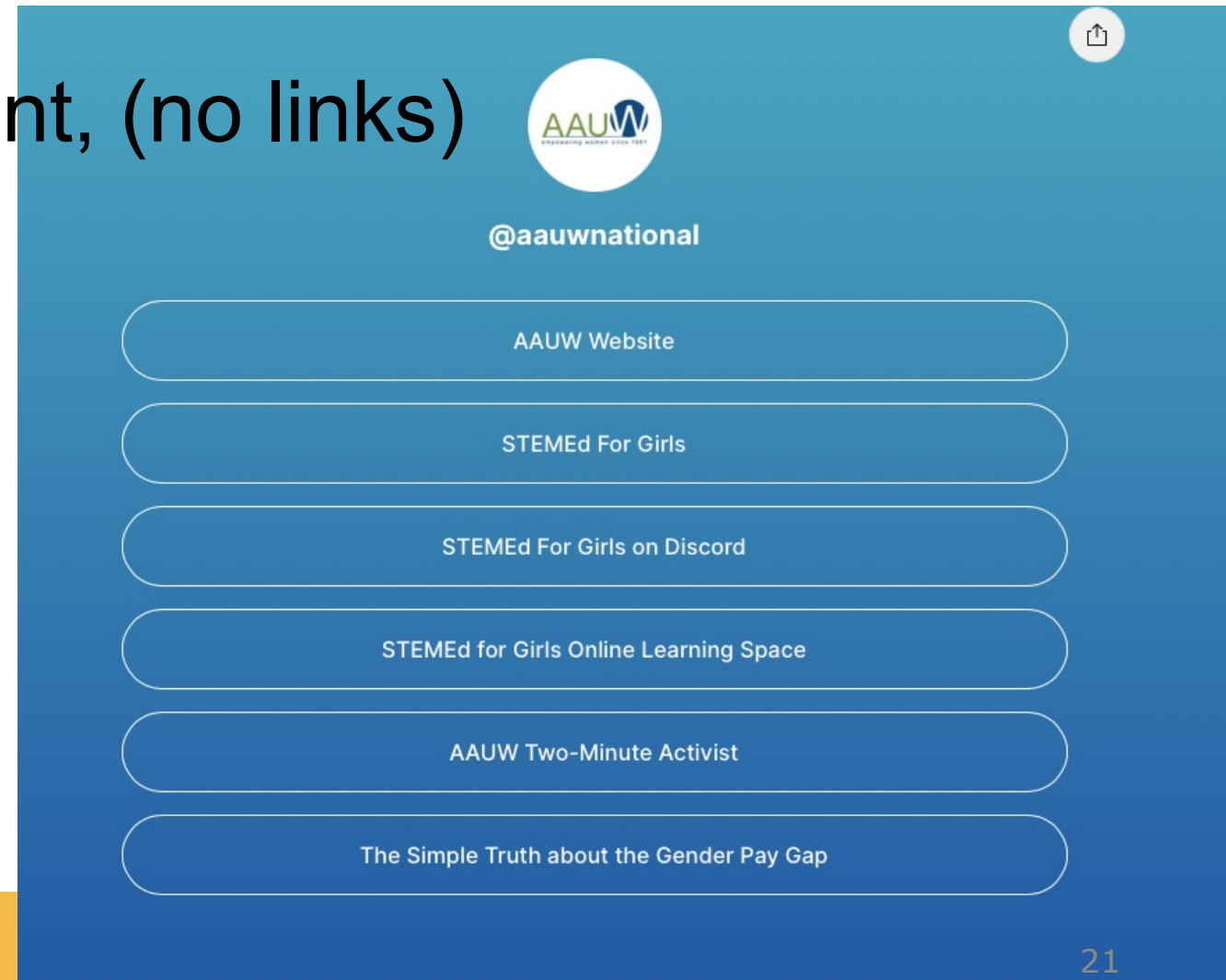
- Builds Genuine Community:** It prevents you from falling into the "post and ghost" trap. Instead of broadcasting, you are building relationships that turn casual scrollers into loyal followers.

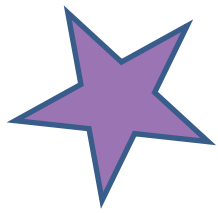
Best Practices for Implementation



Must Haves: If on Instagram

- Link Tree – to website
- Photo and Video Content, (no links)





Clutter

Communication

Variable

United States (US)

Europe (EU)

Information
Clutter

Dense & Rapid. Overwhelmed by mass email blasts, urgent fundraising appeals, and fragmented social channels.

Focused & Regulated. Lower volume of commercial/promotional noise due to strict data compliance (e.g., GDPR).

Dominant
Channels

Short-form video, SMS/text marketing, and heavy use of paid social media ads.

Direct messaging (e.g., WhatsApp, Signal), community forums (Substack, LinkedIn), and analog engagement.

Member Focus

Broad causes, rapid responses, and highly visible, fast-moving campaigns.

Deep, localized engagement, civic participation, and localized trust.

Clutter
Management

Filtered by aggressive spam guards and high unsubscribe rates.

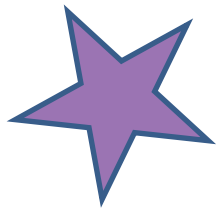
Filtered by intentional opt-ins and community "gated" spaces.

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Channels Short-form video, SMS/text marketing, and heavy use of paid social media ads. Direct messaging (e.g., WhatsApp, Signal),

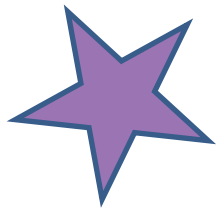


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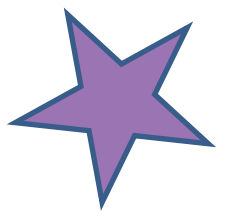
What AI Rewards

- Stories
- Strong hooks
- Human faces (real not stock)
- Emotional reactions
- Conversations
- Clear narratives



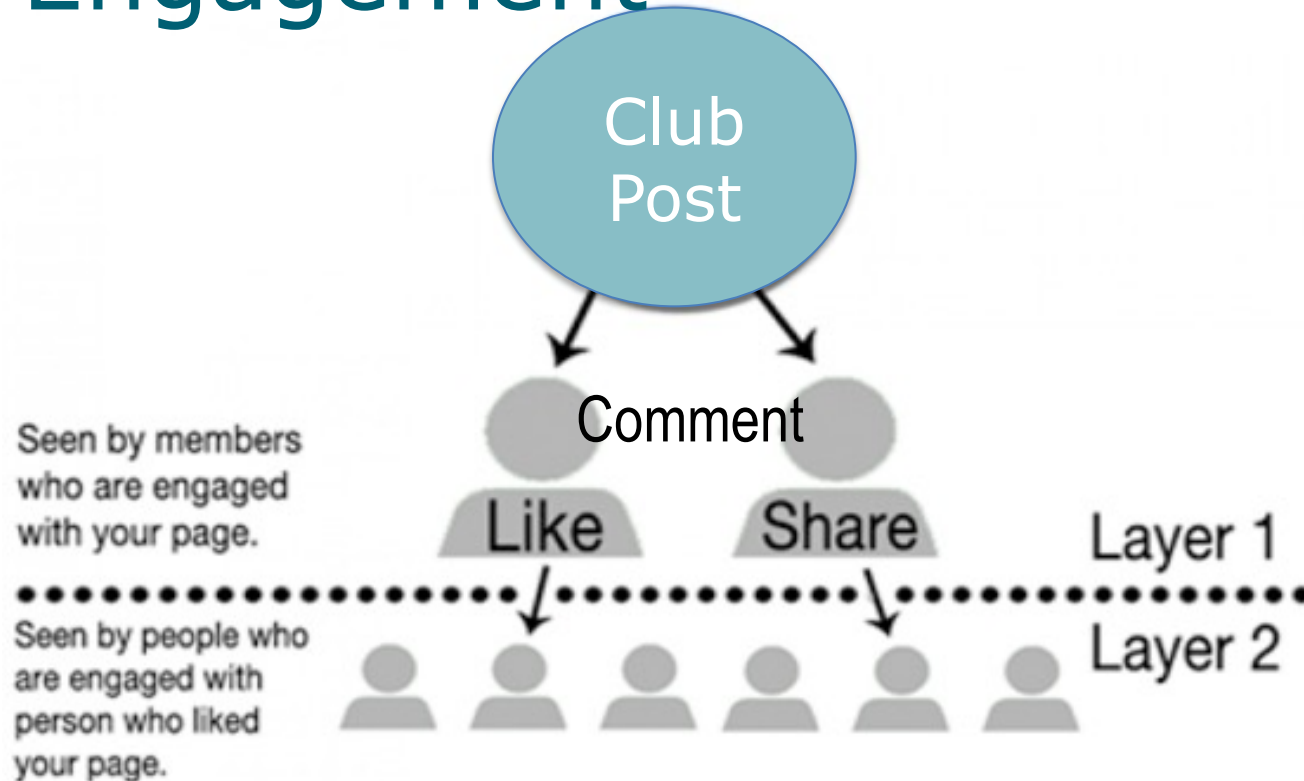
What AI Punishes

- Flyers
- Event announcements
- Press releases
- Dense graphics
- Organization-centered messaging



How Facebook Pages Really Work

Engagement



To followers

Visibility

< 6%

With Likes + Comments

Up to 30%

With shares

Viral

With hashtags

Found by Like-Minded

If a person like + comment a page's posts – you will see more of them

Themes of Zonta Social Media

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- Service
- Advocacy
- Scholarship
- Membership



Content of Zonta Social Media

- the content and posts

On Mission!



- Club
- Area + District
- Zonta International
- Like-Minded Organizations



ZI & Allies to Follow and Share on Social Media

- Zonta International
 - Zonta Says NO
 - Zonta Young Women in Public Affairs
 - <https://www.facebook.com/ZontaInternationalYWPA/>
 - Zonta International Z Club
 - Zonta International Golden Z Club
 - Zonta International Jane M Klausman
 - Zonta YouTube Channel
- UNWomen
- UNWomenWatch
- UNFPA
- UNICEF USA
- NGO CSW NY (NGO Committee on the Status of Women, New York)
- Europe/Africa
 - UNICEF Madagascar
 - Council of Europe
 - European Women's Lobby
- USA
 - National Women's Law Center
 - League of Women Voters
 - YWCA
 - AAUW
 - Turning Point Suffragette Memorial
- Asia
 - United Nations Economic and Social Commission for Asia and the Pacific

Zonta International Content by Month

District/Area
Club

January

Amelia Earhart Day
Klausman Applications

February

Zonta in the UN
Local YWPA Award
Day of Women in Science

March

International Women's Day / Rose Day
CSW
Klausman Winners

April

Equal Pay Day(s)
Membership Campaigns
Area Meetings

May

Amelia Earhart Awards

June

Convention
New Officers

July

YWPA winners
Service Projects
World Population Day

August

YWPA Application
World Humanitarian Day

September

International Day of Peace
Fall Conference

October

Day of the Girl Child
UN Day

November

Zonta Says NO
Zonta's Birthday
Day of Elimination of violence against women

December

Human Rights Day



Hashtags are Passe, but still useful

- Link up and amplify messages, topics
- Help organize the chaos of social media

#ZontaEmpower

#ZontaSaysNO

#Zonta2018

S

#DrawALine

#SheisEqual

UN Women AsiaPacific  @unwomenasia · Jun 5
Women in #ASEAN should have access to #SafeAndFair mi



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#Hashtags to use/follow

Zonta

- @Zonta_International
- #ZontaEmpowers
- #Zonta
- #Zonta2018
- #ZontaEmpowers
- #ZontaLeadership
- #ZontaCSW
- #ZontaERA
- #Women
- #EmpowerWomen

UN Women

- #EqualRights
- #WomensRights
- #HeForShe
- #Planet50/50
- #CEDAW
- #SheisEqual
- #CSW63 (in 2019)
- #SDG5
- #SDGs

VAW

- #zontasaysno
- #domesticviolence
- #domesticabuse
- #ViolenceAgainstWomen
- #16days
- #humantrafficking
- #trafficking
- #humanrights

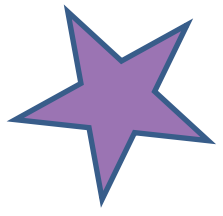
Z club

- #Zclub
- #GoldenZclub
- #StudentsInAction

ZI Service -

topics

- #EndFistula
- #EndChildMarriage
- #girlsnotbrides
- #letuslearn
- #childbrides
- #equalpay
- #PayGap
- #WomeninSTEM
- #DigitalGap



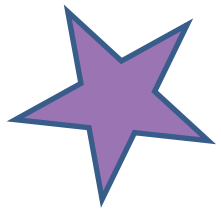
Check: What is Your Club Currently Weaving?

- Look at your Facebook Page
- Choose your past posts Scroll thru them – think from point of view of someone outside your club...
- Do you see the 4 themes in balance?
- Do you see the mix of Local, District, International and like-minded content?



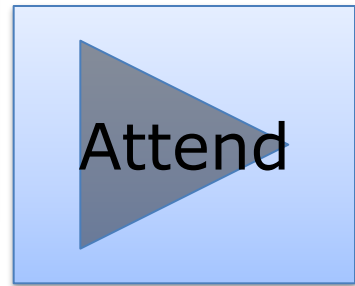
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When reporting good work, embed a Call to Action

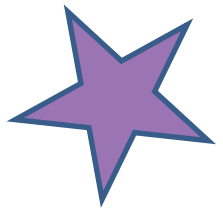
- Invite Followers to Do Something to Empower Women!



Think of it as a peek into the future. Never talk about the past without a glimpse into what is coming, what can be done, or what the viewer can do!



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Refer to Zonta

Affiliation Policies and Guidelines

- Reputation
 - Non sectarian
 - Non partisan
 - Not to comment or take position on action in other countries
-
- <https://membership.zonta.org/Governance/Policies-Guidelines>



Affiliation with Other Organizations Policy

The Bylaws of Zonta International provide that Zonta International, its districts, and its clubs shall be nonpartisan and nonsectarian and that Zonta International, its districts, and its clubs may express themselves about, and become involved in principles and public issues having a bearing on the Objects of Zonta International, following the policies established by the Zonta International Board of Directors.

► Bylaws of Zonta International, Article III, Section 1 and 2.

1. Group Communication

Purpose: Build and maintain relationships among people who already belong.

Audience:

- Members
- Volunteers
- Donors
- Activists
- Program participants

Content:

- Internal updates
- Recognition
- Community conversations
- Volunteer spotlights
- Member wins
- Discussion prompts
- "Here's what our volunteers accomplished this week."

Success measures:

- Comments
- Direct messages
- Group participation
- Volunteer retention
- Member retention

Platforms:

- Facebook Groups
- WhatsApp
- Signal
- Discord
- Slack
- LinkedIn Groups
- Private Instagram communities

2. Activity, Participation & Events

Purpose: Get people to do something

- .

Audience:

- Supporters
- Potential participants
- Community members

Content:

- Event promotion
- Registration
- Petitions
- Fundraising campaigns
- Volunteer recruitment
- Calls to action

Success measures:

- Signups
- Attendance
- Petition signatures
- Donations
- Volunteer applications

Platforms:

- Facebook
- Instagram
- Eventbrite integrations
- LinkedIn
- Email amplification
- SMS

3. Awareness & Information

Purpose: Get people to do something

Audience:

- General public
- Media
- Policymakers
- Potential supporters

Content:

- Research
- Facts
- Explainers
- News reactions
- Impact reports
- Myth-busting

Success measures:

- Reach
- Shares
- Media pickup
- Website traffic

Platforms:

- LinkedIn
- Instagram
- Bluesky
- X
- YouTube

Purpose: 4. Influence and Advocacy

Change policy, public opinion, or decision-maker behavior.

Audience:

- Elected officials
- Journalists
- Influencers
- Coalition partners
- Activists

Content:

- Rapid response
- Campaign messaging
- Coalition actions
- Opinion shaping
- Calls to accountability

Success measures:

- Press coverage
- Endorsements
- Policymaker engagement
- Coalition growth
- Legislative outcomes

Platforms:

- EMAIL
- SMS
- LinkedIn
- Bluesky
- Instagram
- YouTube

5. Loyalty & Affiliation

Purpose: Create identity and belonging.

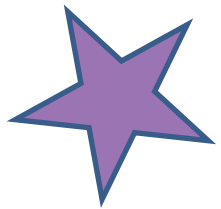
- Audience:
- Existing supporters
- Donors
- Members
- Advocates
- Content:
- Values
- Stories
- Milestones
- Traditions
- Campaign identity
- Success measures:
- Repeat engagement
- Repeat donations
- Membership growth
- Advocacy participation
- Platforms:
- Instagram
- Facebook
- Email
- LinkedIn

6. Entertainment

7. Search and Discovery

Purpose: Create identity and belonging.

- Audience:
- Existing supporters
- Donors
- Members
- Advocates
- Content:
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- Stories
- Milestones
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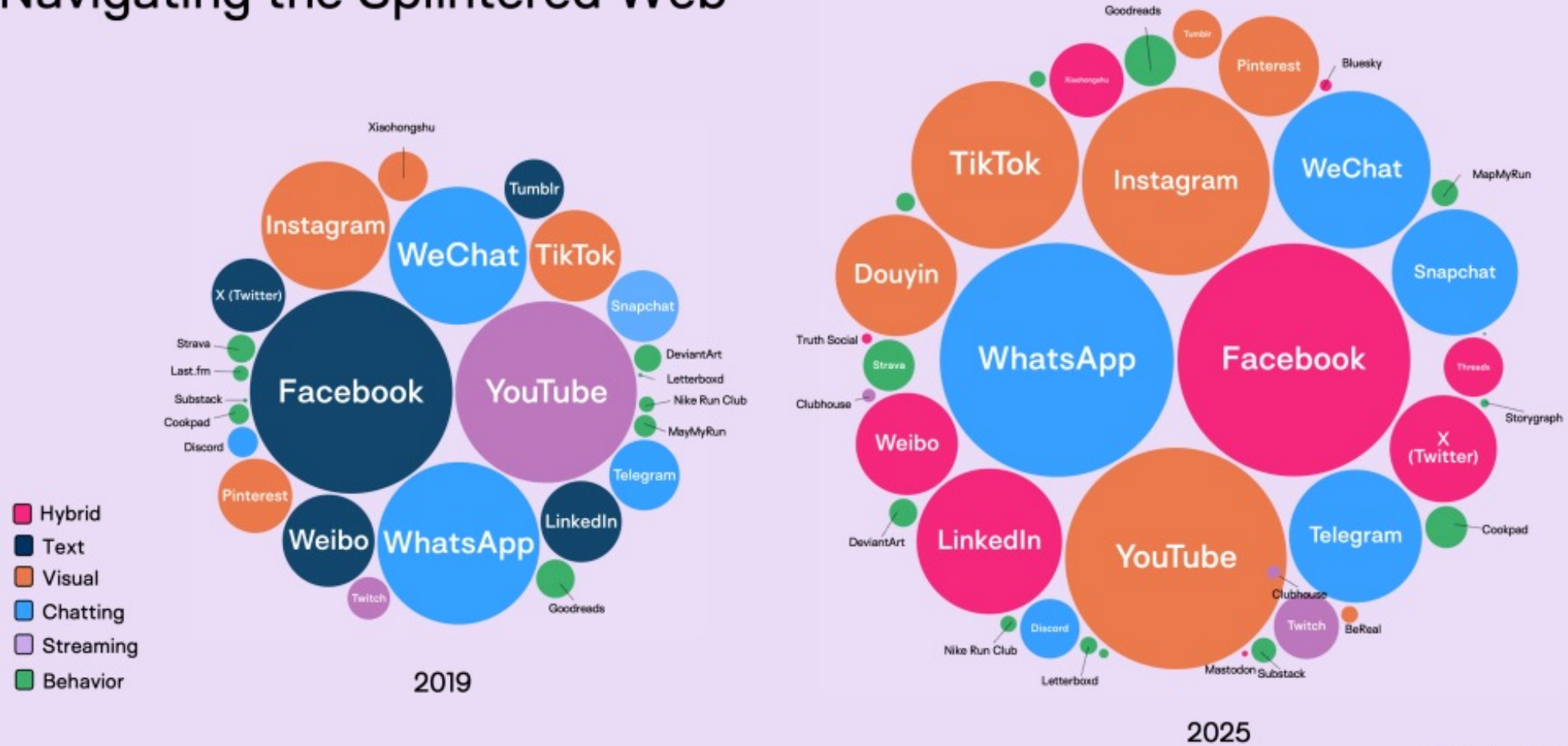


Social Media 201 Agenda

- What is “social” is blurring- its overwhelming
- AI is taking over- expect rapid change
- Organizations need to think:
 - "Can AI understand and recommend us?"
- Privacy settings some must dos'
 - In social Media, you are the product, and increasingly Meta, Google, Apple and Other players (TikTok) are harvesting and storing your data.
- A peek into Buffer- a planning and scheduling platform...
- Tips and tricks by platform
- Facebook Groups:
 - Using Admin assist for managing FB Groups, Pubic vs private groups
- Schedule posts: How to use Meta business Suite
- How to schedule in Linked in
- Using Chat GPT: it is all in the “prompt” – have it review your and other Zonta materials, ask for a “voice”, give it a tone, and ask for verified sources and citations. (examples)
- Using Canva - free and paid features and AI
- Role of “influencers” and “vloggers”
- Niche social options



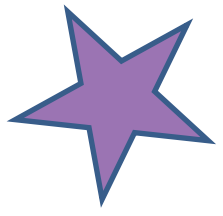
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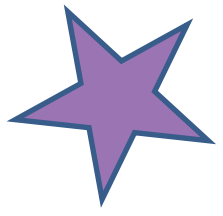
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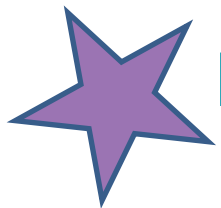
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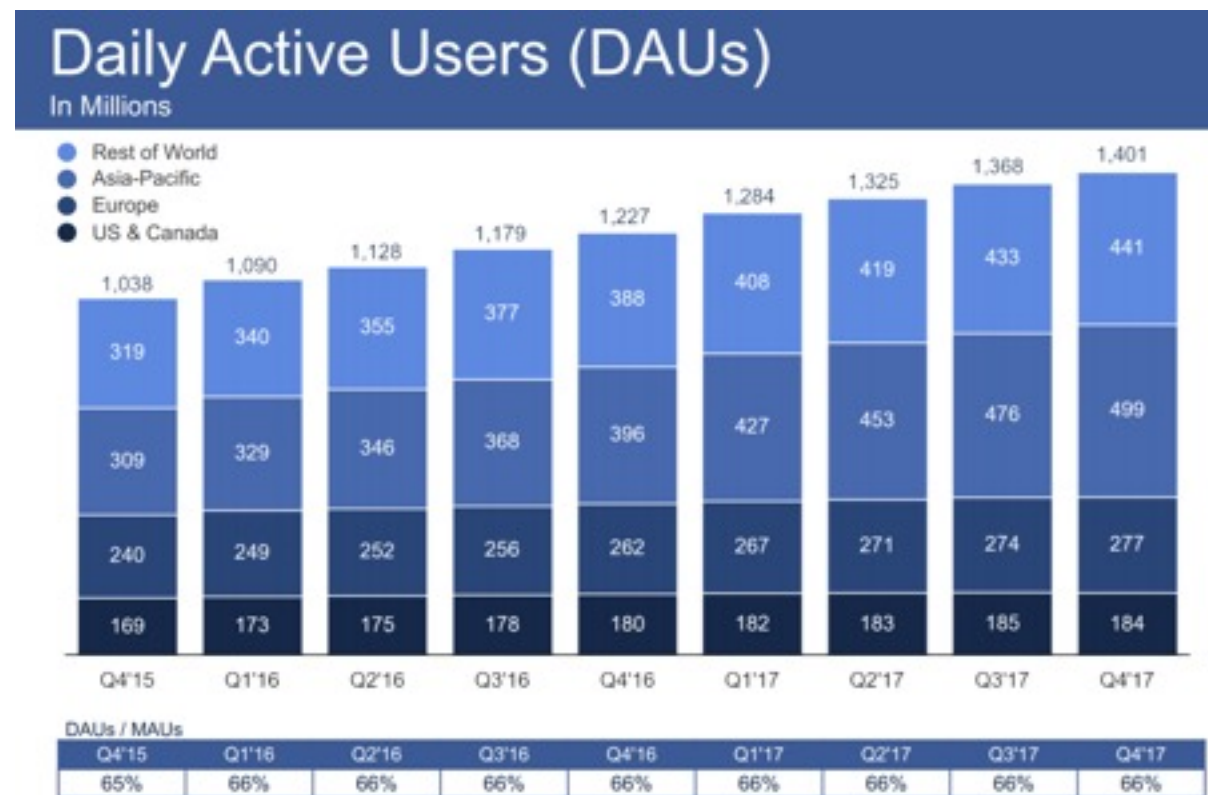
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- Dense graphics
- Organization-centered messaging

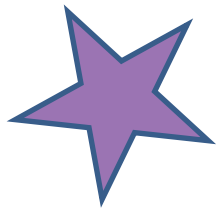


Facebook, Instagram, Threads and What's App = All are META : Privacy + Use What are the issues?

- Privacy
- FB has made policy changes
- Facebook users still Growing
- Use Zonta Communities for PRIVATE conversations



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Facebook + Instagram Privacy Must Do's

1. navigate to **Settings & Privacy > Settings > Privacy Checkup.**
 - set your future posts to "Friends" rather than "Public,"
 - limit who can view your friend list, and
 - turn off "Do you want search engines outside of Facebook to link to your profile"
2. **Settings & Privacy > Settings> Meta Accounts Center,**
 - go to **Your Information and Permissions**, tap **Your Activity Off Meta Technologies**, and disconnect future activity
3. Use of photos on meta for AI
 - **three-line menu** (top right) to open **Settings and activity**. Scroll down to the **Sharing and reuse** section.

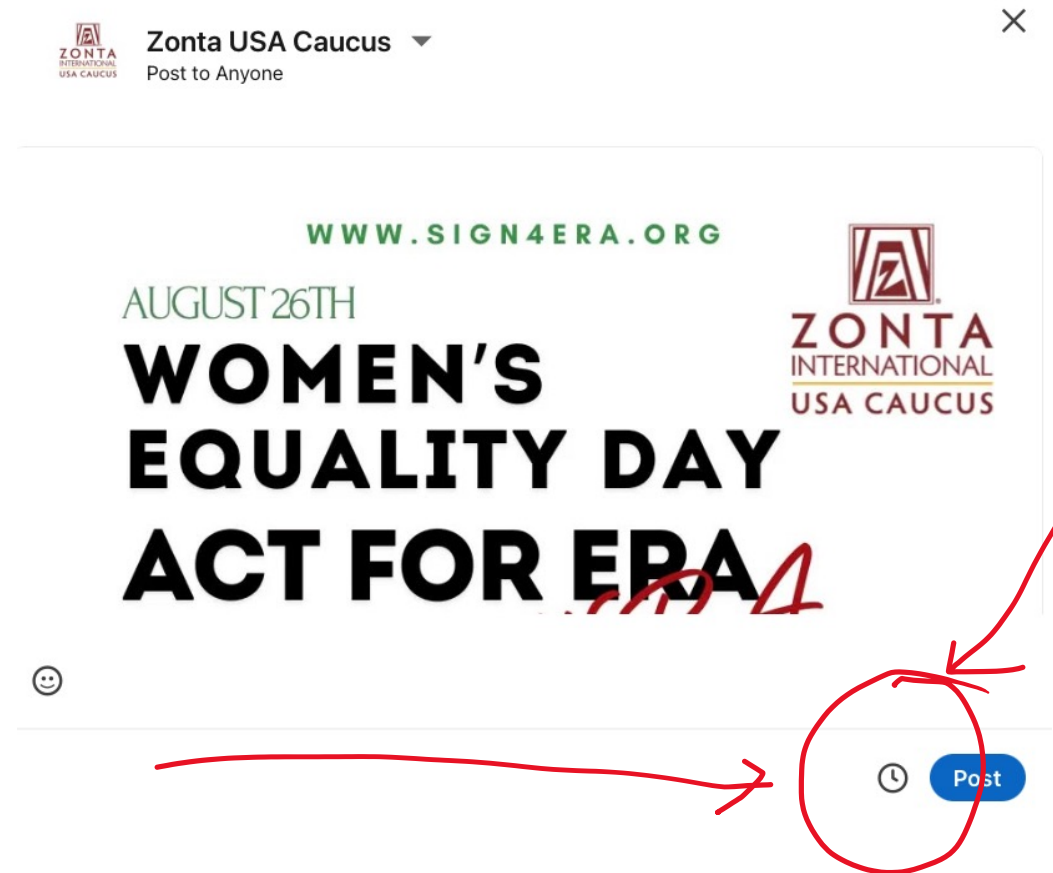


Linked In Tips and tricks 2026

Be Social...but with a plan

- Recruit members to be your cheering squad.
Like, comment and share.
- Focus on Thought-Leader messages that elevate human voices and field experts

Schedule Posts



Instagram Tips and tricks 2026

Content

- Use Real People Recording – Selfie video or zoom video
- Make it vertical
- Use a carousel if no video!
- Add music
- For important ones: **Create in the app**, many more choices and options than scheduled posts
- Create LinkTree for links
- Use teaser “hooks”
- Use stories
- Use send to contacts...

Threads Tips and tricks 2026

Threads is via Instagram

- Create via your Instagram account (org or personal)
- **Text Limits:** If your Instagram caption exceeds Threads' **500-character** limit, the post will fail to automatically cross-post.
- **Manual Trigger:** You can choose to auto-share "**Always share posts**" or
- just share a single "**Share this post**" before publishing

More like Twitter:

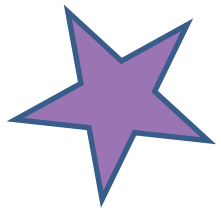
- Keep it short, break it into parts, add a photo to each part

Bluesky Tips and tricks 2026

Mirror you threads or Twitter

There is NO Algorithm

- Use Lists



USA

- **United States**

Still important:

- Meta Platforms Facebook
- Instagram
- Threads
- YouTube YouTube
- TikTok TikTok

Growing influence:

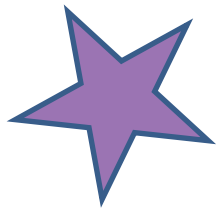
- Reddit Reddit
- Discord
- LinkedIn

- For advocacy:

- Bluesky
- Text messaging may be more effective than almost any social platform.



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Canada

Higher engagement in:

- Facebook Groups
- Local community networks
- Regional Facebook organizing

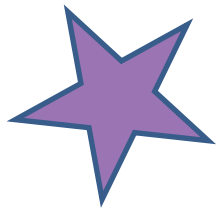
Strong usage:

- Instagram
- TikTok

• YouTube



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Europe Sample

UK:

- Facebook
- Instagram
- TikTok
- LinkedIn

Unexpectedly influential:

- WhatsApp
 - Many campaigns spread primarily through WhatsApp sharing.

Germany

- Instagram
- WhatsApp
- YouTube

Growing:

- LinkedIn
 - Lower trust in targeted advertising than North America.

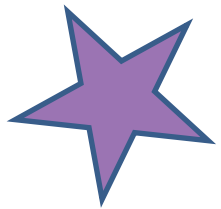
France :

- Instagram
- TikTok
- YouTube

Rapid growth:

- LinkedIn for civic conversations





Sample Asia

- **Japan**

- Major platforms:
- LINE
- X (still unusually strong)
- Instagram
- YouTube
 - LINE remains essential for community communication.

- **Taiwan**

- LINE
- Facebook
- Instagram
- YouTube
 - LINE communities are often more important than public social posting.

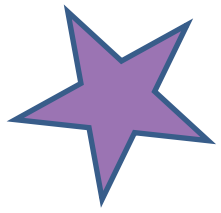
- **South Korea**

Major platforms:

- KakaoTalk
- Naver Blog
- Instagram
- YouTube

Many nonprofits overlook Naver, which remains highly influential.





SE Asia

- **Indonesia**

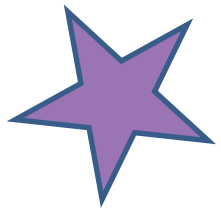
Massive platforms:

- TikTok
- Instagram
- WhatsApp
- Indonesia is among the world's strongest TikTok markets.

- **India**

- Key platforms:
- WhatsApp
- YouTube
- Instagram
- Rapid growth:
- Regional-language creators
- National messaging increasingly spreads through creator networks rather than institutional accounts.

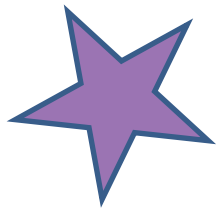




Social Media 201 Agenda

- Who is using social media where and how
- In social Media, you are the product, and increasingly Meta, Google, Apple and Other players (TikTok) are harvesting and storing your data.
- Rapidly changing rules, algorithms and behavior
 - Country and region specific bans and rules
- What does this mean for clubs?
- Events, Advocacy, Connections **Use AI for Listening**
- Organizations need to think:
 - "Can AI understand and recommend us?"
- Basics for Facebook and Instagram
 - Social is social
 - Reels are paramount
 - Groups in Facebook ,if you have them, and your members are there
- What does this mean for you?
 - Protecting yourself in and around Social Media and Corporations that are monetizing you

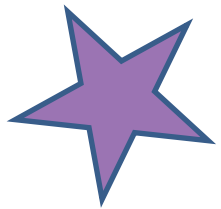




Biggest shifts in Social Media

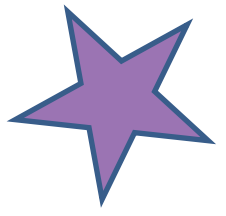
The Five Biggest Shifts Happening in 2026

- **The Follower Graph Is Losing Importance**
- Communities are moving into Private Spaces
- Video is the default language
- Trust is replacing Reach?
- AI is the Gatekeeper



- Meta just changed how your off-app activity can influence your Instagram and Facebook experience. A setting called “Your activity off Meta Technologies” is being replaced with one setting called “Activity from other businesses” as Meta expands how this data is used for personalization, including content you see in your Feed and how the Meta AI responds to you. Here’s how to find the setting and turn it off. [#metaprivacy](#) [#instagramprivacy](#) [#dataprivacy](#) [#instagramsettings](#)

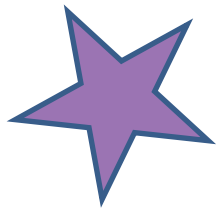




Follow, Like, Share is Breaking

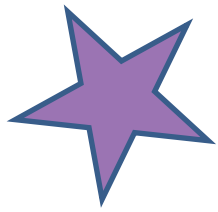
- **1. The Follower Graph Is Losing Importance**
- Historically:
 - Build followers
 - Post content
 - Followers see it
- Today:
 - Algorithms decide distribution
 - Most views often come from non-followers
 - Discovery is interest-based, not relationship-based
 - Platforms increasingly resemble TikTok's model:
 - Instagram
 - Facebook Reels
 - YouTube Shorts
 - LinkedIn
 - Pinterest





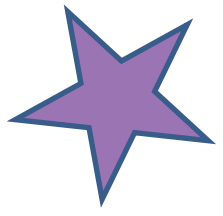
Use AI for Listening

- Comments
- Community concerns
- Sentiment
- Emerging issues
- Many organizations still publish far more than they listen.



Move people to direct contact... social media is secondary

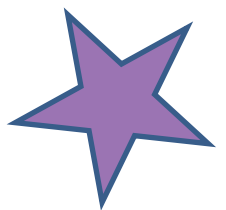
- For advocacy nonprofits specifically, the most resilient strategy for the next 3–5 years is to treat social media as a discovery layer and move supporters into owned channels—email, SMS, WhatsApp, membership communities, and local organizing networks—where algorithm changes cannot sever the relationship.



What's app Channels

- **Regional Overview (2026)**
- **USA:** With roughly 87 to 100 million active users, WhatsApp is widely used, but primarily for private messaging. Broadcasters primarily rely on traditional social media for public feeds, so the use of Channels is lower. [[1](#), [2](#), [3](#), [4](#)]
- **Germany:** With around 90% internet penetration, WhatsApp is the dominant communication layer. Channels are actively utilized for news distribution, VIP campaigns, and corporate branding. [[1](#), [2](#), [3](#), [4](#), [5](#)]
- **France:** WhatsApp usage represents roughly two-thirds of internet users. Channels are heavily monitored by the European Union and are used by businesses focused on trust-building and localized outreach. [[1](#), [2](#), [3](#)]
- **UK:** Showing about 90% internet penetration, the UK is one of WhatsApp's strongest European markets. Channels are highly effective here for news outlets, celebrities, and value-driven brand perks. [[1](#), [2](#), [3](#), [4](#), [5](#)]

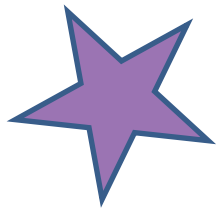




What's app adoption in Europe

Country	Share of internet users using WhatsApp
Spain	92.8%
Portugal	90.2%
Ireland	90.1%
Italy	90.3%
Germany	90.9%
United Kingdom	90%
France	66.6%
Sweden	50.2%
Finland	81%
Denmark	29.7%

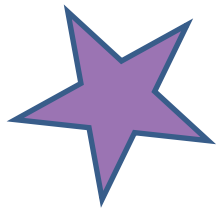




Whats App Behaviors WW

- **Average time spent:** Users spend approximately 38 minutes daily on WhatsApp, totaling 17-20 hours per month per user
- **Daily active usage:** 80%+ of users check WhatsApp daily, making it one of the most frequently accessed applications
- **Message read rate:** 88% of messages are read within 5 minutes, and 98-99% open rate for all messages, significantly exceeding email's 20-21% open rate
- **Group chat dominance:** 41-57.5% of total message volume originates from group chats, with the average group containing 27 members

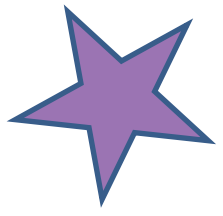




Whats App behaviors

- **Engagement by age group (Global)**
- **Most active age group:** Users aged 26-35 represent the most active demographic globally, followed by those aged 36-45
- **Gen Z adoption:** 50% of Generation Z globally cite WhatsApp as their favorite messaging app, though Snapchat and Instagram DMs compete for preference in the US market
- **Older adults:** Users aged 50 and above show significant engagement, particularly for family group chats and community organizing

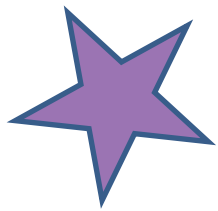




Whats app and Privacy

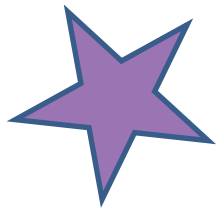
- **Why Is Data Privacy Still a Problem with WhatsApp?**
- WhatsApp remains one of the most popular messaging apps in the world, with over 2 billion users. While it's praised for its usability and features, its handling of data privacy is far from ideal - especially within the framework of the General Data Protection Regulation (GDPR) in the EU.
- Many users aren't aware of what WhatsApp really collects, how it processes data, and what legal loopholes it uses to share information with other Meta services like Facebook and Instagram.

•



Behavioral Profiles, what Meta does

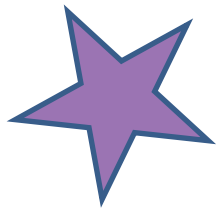
- **What Data Does WhatsApp Actually Collect?**
- While WhatsApp messages are end-to-end encrypted, the app still collects a vast amount of metadata. This includes:
- Your phone number
- Device details (model, OS, app version)
- Your usage patterns (frequency, activity)
- Location data (via GPS or IP)
- Time stamps of calls and messages
- Your contact list
- This metadata allows WhatsApp to build detailed behavioral profiles, even if it cannot read your actual messages.



Europe GDPR and CA Privacy vs: Rest of us

- Under the GDPR, users in the EU have clear rights:
- **Right of access (Art. 15):** You can request a report showing [what data WhatsApp has collected about you.](#)
- **Right to erasure (Art. 17):** You can ask for your data to be deleted.
- **Right to object (Art. 21):** You can oppose the processing of your data in certain cases.
- **How to request your WhatsApp data:**
 1. Open WhatsApp
 2. Go to Settings → Account
 3. Tap “Request account info”
 4. You'll receive a downloadable report within ~3 days

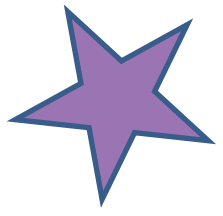




What's App privacy

- **Practical Tips to Improve Your WhatsApp Privacy**
- Even if you continue using WhatsApp, you can take steps to better protect your data:
- Turn off **live location sharing**
- Limit **group invitations** to “My Contacts”
- Disable **read receipts** and “Last seen” visibility
- Avoid automatic cloud backups (these are not end-to-end encrypted)
- Enable **two-factor authentication** for extra security





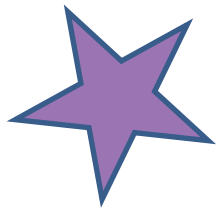
META Ai on FB, Instagram and What's App

- **Meta AI Integration in WhatsApp: Privacy Concerns and User Control**
- In 2025, Meta introduced its AI assistant, Meta AI, into WhatsApp, aiming to enhance user experience with features like message summarization and content generation. However, this integration has sparked significant privacy concerns among users and regulators, particularly within the European Union.
- **Key Privacy Concerns**
 1. **Lack of User Consent:** Meta AI was integrated into WhatsApp without explicit user consent, and users currently have no option to disable or remove the feature.
 2. **Data Processing Transparency:** While Meta claims that interactions with Meta AI are processed separately from private chats, there is limited transparency regarding how this data is stored, used, or shared.
 3. **End-to-End Encryption Limitations:** Regular WhatsApp messages are end-to-end encrypted, but interactions with Meta AI do not enjoy the same level of encryption, potentially exposing user inputs to Meta's servers.
 4. **Regulatory Scrutiny:** The European Parliament has raised questions about the compliance of Meta AI's integration with GDPR, emphasizing the need for user autonomy and data protection.
- **Recommendations for Users**
 - **Limit Interactions:** Avoid engaging with Meta AI within WhatsApp to minimize data sharing.
 - **Monitor Updates:** Stay informed about WhatsApp's privacy settings and any new options that may allow greater control over AI features.
 - **Consider Alternatives:** For users concerned about privacy, exploring messaging apps with stronger data protection policies, such as Signal or Threema, may be advisable.



★ As of May 27, 2025 EU users can **no longer**
turn off Meta AI to prevent it from reading and
learning from their data.

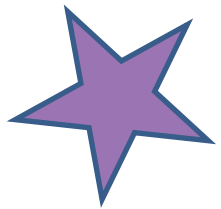
- Because Meta AI is built directly into the core framework of Facebook, Instagram, and WhatsApp, there is no official toggle to turn it off completely. However, you can mute notifications, block the AI profile, and submit requests to prevent Meta from using your public data for AI training
- <https://www.youtube.com/watch?v=wqagmaE3wel&t=27s>



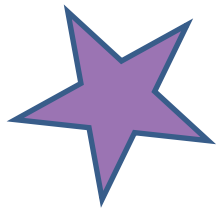
Canva for Graphics- tips



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- **What's New: Facebook's Camera Roll Cloud Processing**
- There's a new AI feature on Facebook that's raising eyebrows: camera roll cloud processing. This setting gives Meta access to your private photos, including ones you haven't shared, by uploading them from your device to Meta's servers.
- If turned on, Meta can regularly scan the most recent photos and videos in your phone's camera roll (typically from the past 30 days) and use them to:
 - Suggest content to share
 - Auto-edit or reimagine your photos using AI
 - Create themed compilations like monthly recaps or birthday highlights
- According to Meta, this feature is opt-in and meant to offer "creative suggestions" that stay private unless you decide to share them. Meta says these photos will not be used for ad targeting or AI model training during the test phase. However, your content will be stored in their cloud for 30 days unless you turn off the feature manually.
-

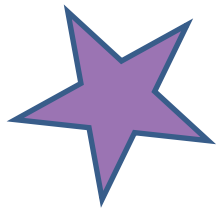


Whats app future use of AI

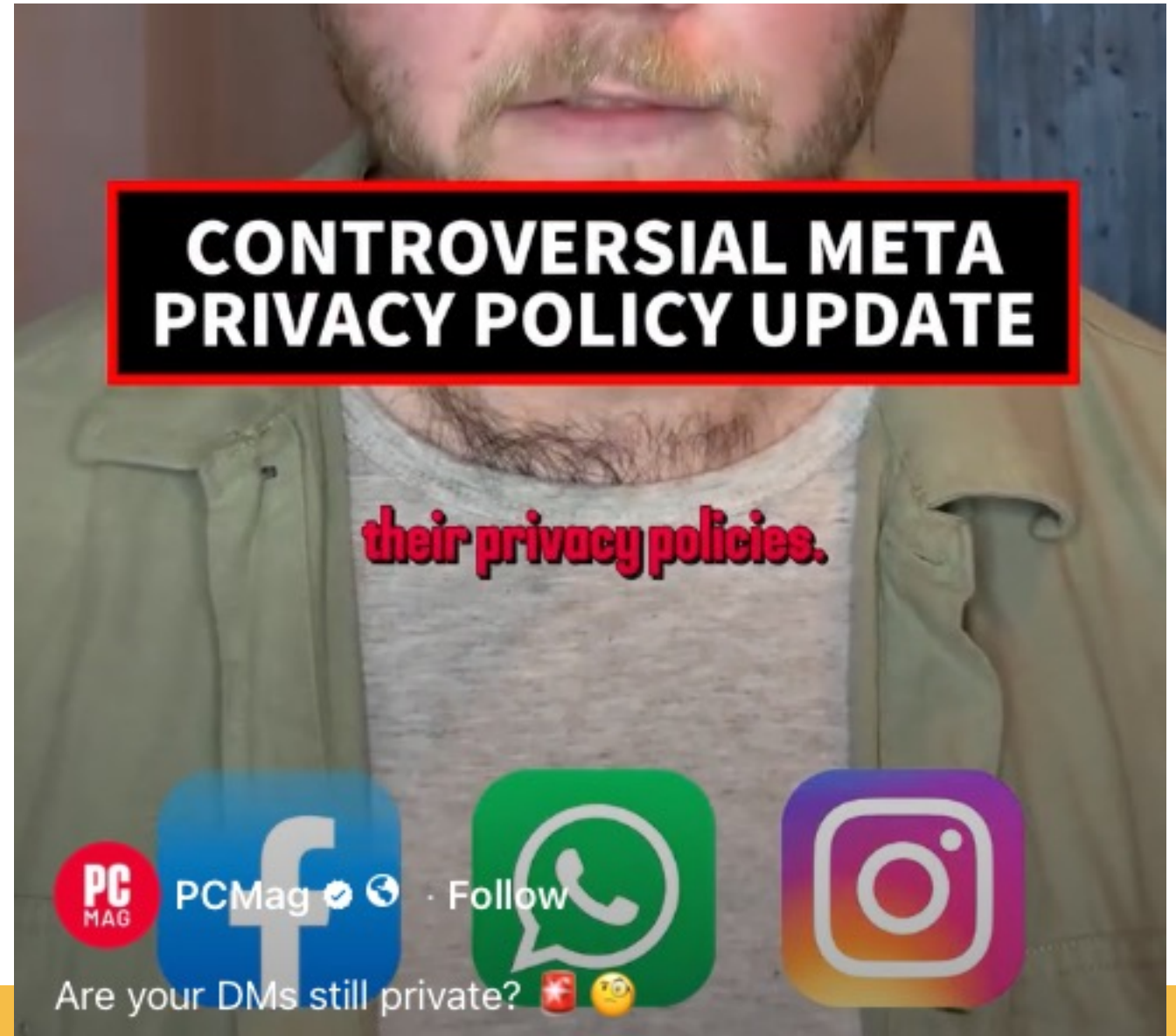
- WhatsApp's AI Message Summaries now help over **150 million** users a week quickly catch up on unread chats.
- [Meta](#) AI writing help drafts suggested replies in more than **30** languages, improving response speed in personal and business chats.
- New AI photo editing tools let users retouch images and change backgrounds directly in chat, already used in over **1 billion** shared photos monthly.
- Multi-account support lets people seamlessly switch between up to **4** accounts in a single app, reducing reliance on cloned apps and secondary devices.
- Cross-platform chat transfer now supports full history migration between [iOS and Android](#), simplifying device switches for more than **100 million** accounts annually.
- AI-powered chat organization features sort conversations and resurface important information, now live in beta for tens of **millions** of Android users.
- Private AI summaries of multiple unread chats are being tested, letting users condense dozens of conversations into a single view with one tap.

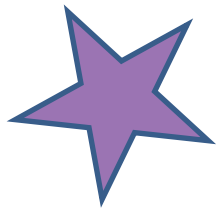
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- <https://www.facebook.com/reel/1407033220765569>

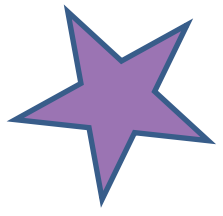




StoryTelling

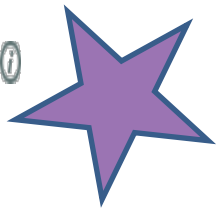
- How do personal narratives, theater and documentaries play a role in this and other social movements? What lessons can we learn about the craft of storytelling and its importance to social movements from the cultural
- Powerful Women, Remarkable Stories:
<https://www.youtube.com/watch?v=UWKgiHMXIYI&list=PLXKRk4bXuo1eLGGZgOZjzjADJWU51fmYb>
- Zontateetid
<https://open.spotify.com/show/2qElgTWpdGKLTK1uqC2PTq>





EFF - Electronic Frontier Foundation

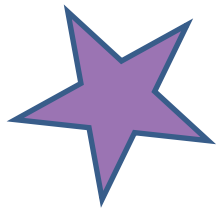
- Like and follow <https://ssd.eff.org>



Encryption and Strong Passwords

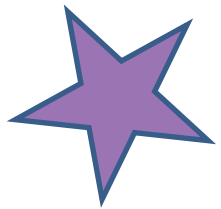
Remember: Whatever your device calls it, encryption is only as good as your password. If an adversary has your device, they have all the time in the world to figure out your passwords. An effective way of creating a [strong and memorable password](#) is to use [dice](#) and a [word list](#) to randomly choose words. Together, these words form your “[passphrase](#)”

.” A “passphrase” is a type of password that is longer for added security. For disk encryption we recommend selecting a minimum of six words. Check out our guide to [Creating Strong Passwords](#) for more information.



Location

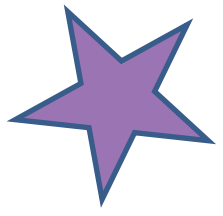
- Turn off Location
- GeoFencing
- Tracking
 - Co-tracking
 - Signal harvesting (Flock and other cameras)



What End-To-End Encryption Does Not Do

End-to-end encryption only protects the content of your communication, not the fact that you are communicating in the first place. It does not protect your [metadata](#), which includes information like who you are communicating with and when. If you are making a call from a cell phone, information about your location is also metadata. In some apps, [even sharing links](#) can leave a digital trail.

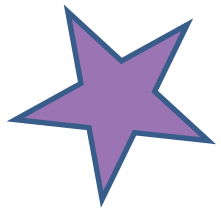




Linked In Privacy

- LinkedIn, owned by Microsoft, [announced](#) on its website that starting Nov. 3, it will use some U.S. members' data to train content-generating AI models.
- The data the AI collects includes details from people's profiles and public content users post.
- The training does not draw on information from people's private messages, LinkedIn said.
- LinkedIn also said, aside from the AI data access, Microsoft started receiving information about LinkedIn members — such as profile information, feed activity and ad engagement — as of Nov. 3 in order to target users with personalized ads.
- **Can you opt-out?** Yes. Autumn Cobb, a LinkedIn spokesperson, confirmed to PolitiFact that members can opt out if they don't want their content used for AI training purposes. They can also opt out of receiving targeted, personalized ads.
- To remove your data from being used for training purposes, [go to data privacy](#), click on the option that says "Data for Generative AI Improvement" and then turn off the feature that says ["use my data for training content creation AI models."](#)
- And to opt out of personalized ads, go to [advertising data](#) in settings, and turn off [ads off](#) [LinkedIn](#) and the option that says ["data sharing with our affiliates and select partners."](#)

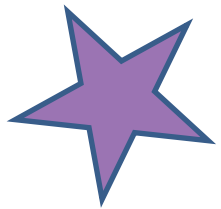




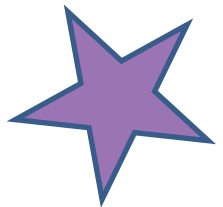
To Dos:

- Limit off app Ad Tracking on Meta
- Disable Location Tracking on your phone on all apps, except the few you need it for, and then only "when using app".
- Turn off Photo and camera and microphone access by apps
- Limit Biometrics and use strong passwords Password apps.
- US Canada Turn off Meta cloud ai processing

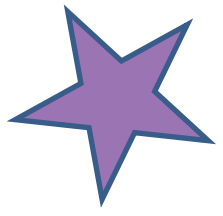




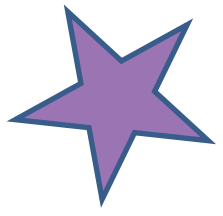
- **How to Turn AI Camera Roll Cloud Processing On or Off**
- To check if this setting is active or to turn it off:
- Open the Facebook app and tap Menu in the bottom right corner.
- Tap the gear icon in the upper right, or scroll to Settings & Privacy > Settings.
- Tap **Camera roll sharing suggestions**.
- Scroll to **Get creative ideas made for you by allowing camera roll cloud processing**.
-



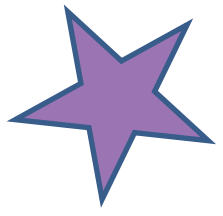
**Link to a Document with more
resources and details
(Zontausa.org/Social101-2026)**



Canva Basics

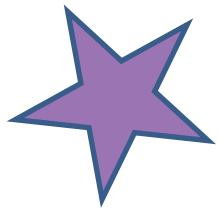


Advanced Canva: Data Merge



New AI – Graphic links Canva

- Canva AI
- Claude + Canva



Using AI

- Paid account, keep information private, not used for learning
 - ChatGPT, Claude, Gemini,
- Ethics of AI
- AI is everywhere
- I will be trying to set up Agentic AI to take Zonta USA Bulletin and excerpt the articles from the newsletter to create Blog posts for the website, and related images, and then post link to social media. ... If I'm successful, I can try a webinar?



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