

# PUBLICITY & COMMUNICATIONS TEAM

## FAQ SHEET 2024

### Who is responsible for an assembly's publicity?

The WAA and a designated Board member.  
Please submit their contact info at our link!

### How would you like assemblies to participate?

- Read & use the new Publicity Kit each term.
- Upload photos/videos to SmugMug.
- Have each WA/Charity email us to schedule a "what we did for service" Zoom interview.
- Let members know they can be on our podcast by joining our roundtable discussion recordings. Email us to get on the list!
- Post about Rainbow with #CAIORG on Nov 18th, our Social Media Takeover Day.

### CAIORG Official Social Media

We encourage everyone to follow us!

- **Facebook Page (public):**  
Facebook.com/CARainbowGirls
- **Facebook Group (members/adults only):**  
Facebook.com/groups/CAIORG
- **TikTok:** CA.Rainbow • **Snapchat:** CA\_IORG
- **Instagram:** CA\_Rainbow
- **Twitter, YouTube, & Pinterest:**  
CARainbowGirls

### Where can we learn more?

- Social Media Announcements
- Communication Connection (Sign up!)
- Ask a PR Team Member
- Message our Facebook group
- **Email us:** CARainbowGirls@gmail.com

The Advisory Board training aids, Behind the Line and Green Book also have great info!

### What do we provide?

- Resources and customizable materials.
- A guided assembly publicity kit.
- Templates for invitations, banners, letterhead, business cards, news articles, postcards, tri-folds, brochures, and MORE!
- Canva/Publicity training upon request.
- CAIORG/Pledge guides (Colors, logos, fonts)
- A CAIORG photo album with photo merch.
- Branded Merch on our Redbubble site!

We urge assemblies to use our materials for a professional, uniform look!

### What's new?

- We're making videos highlighting each assembly's service! Have your WA/Charity email to schedule their Zoom interview!
- Schedule a Zoom for training or personalized consultation for your assembly.
- Heard about the *Let's Talk about Leadership, Sisterhood & Service* Podcast? New episodes each month, available on all platforms!
- Our name has changed! We are now the "Publicity and Communication Team."

Find all of these great offerings including templates, resources and more at:

[gocarainbow.org/resources/pub-comms-team](https://gocarainbow.org/resources/pub-comms-team)

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OR  
SCAN HERE!

