

Growing Leaders Session 1: Getting the Most from the Website and Social Media

Thanks for attending the first in a series of short, lunchtime courses monthly through May of 2026 and as needed. Our session in October will focus on Member365, what it does and doesn't do. Office Manager Arianne Knowlton will conduct this session along with Janet Carn who'll review email. Other topics to be discussed in the future include membership growth, grants, 501 C 3 status, club roles & bylaws, dealing with challenges, and fundraising ideas.

Garden Club Website Navigation Guide

[Chris Adams](#) focused on navigating and utilizing the Garden Club of Georgia's website. She gave a comprehensive overview of its key features. She explained how to access various sections such as the main page, member resources, and district information, emphasizing the importance of keeping content updated and using the search bar for easy navigation. She also highlighted the availability of resources like the GCG Personnel Guide, district program lists, and YouTube recordings of workshops, while encouraging members to explore these tools for their club's needs.

District pages are the most frequented pages after the Calendar. Everything you need regarding your District lives on this page. Members have the ability to sign up for district-specific email lists by accessing the form located here as well. Adams reminded all to keep their information and photos current and post news to your district's news blogs. [Please see the Guide Adams](#) produced for The Dogwood District. Adams urged the group to keep photos updated. New photos should be sent to her along with any news items you want to publicize.

Questions from the Group: Website Security and Membership Updates

The group discussed website security and password protection, with Diane and Chris agreeing to keep sensitive information password-protected. Attendees expressed the need for more member help and, in that vein, membership pages will be redesigned with content to help you with new members and clubs. The website's member resources page was addressed; there are plans to update the membership page with new content, including information for potential new club members. Please pass your suggestions to [Quill Duncan, 4th VP](#) . [Gale Thomas](#) , NGC membership chairman, mentioned that NGC will be providing updated flyers, which Quill will distribute. The group also touched on the Member 365 portal, with Arianne scheduled to present more information about its features and uses next month. Jane Edmunds raised a concern about outdated pictures on the Azalea District page of the Garden Club of Georgia website. Diane suggested contacting Chris about removing the old pictures, as they should be able to access the content for updates.

Social Media Strategies for Garden Club

[Linda Doiron, 3rd VP Communications](#) , presented on the importance of social media for the Garden Club of Georgia, highlighting its role in promoting events, building membership, connecting younger members, and sharing traditions. She outlined key platforms including Facebook, Instagram, YouTube, and Substack, and emphasized the need for engaging content such as photos, short captions, and videos. Linda encouraged members to send content to GCG Social Media Stars at gcgsocialmediastars@gmail.com, noting that while social media posts can be shared directly, longer articles should first go

through district directors for newsletters and Garden Gateways. [Her presentation is linked here.](#)

The portion of the class focused on social media strategies for Garden Club of Georgia (GCG) districts and clubs. Linda explained that clubs should send social media content directly to [GCG Social Media Stars](#) rather than through district directors, though content can be shared with both channels if time permits. Doiron also pointed out that any club with any presence online should communicate that to Chris Adams so she can provide links on each District page. Doiron emphasized that original posts reach more people than shared content and clarified that only non-political, appropriate content should be shared. The group discussed how new clubs can build their social media presence, with Linda suggesting grassroots efforts and sharing best practices from experienced clubs like Garden Club of Savannah. Members asked what the best way to start with new media was. Most agreed that the easiest starting point was putting up a Facebook page. [We have include a selection of social media presences here](#) . The conversation ended with Diane announcing that meeting notes and resources would be distributed to presidents and district directors, and Linda confirmed she would be available to help clubs with social media questions.