

**JETAA QLD**



**Keep in Touch 2.0**

Modern tools to communicate easily



**GOLD COAST 2018** WE DID IT!  
THANK YOU FOR YOUR AMAZING SUPPORT!

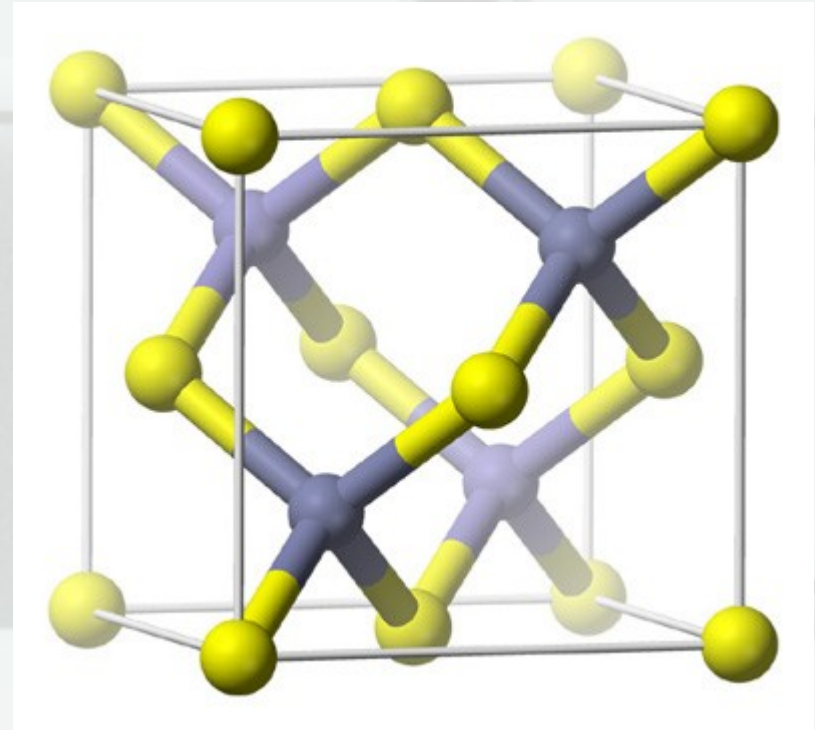
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# Modern Tools and us

- A quick word about us
- Tools we use now and how they help
  - Google Apps
  - Facebook
  - Mailing list
  - PPT and DVDs at events
- Tools we consider using
  - Mailchimp

# Our Structure

- President
- Vice President
- Secretary
- Treasurer
- Newsletter Editor
- Webmaster
- General Committee members (3)



# Our Members

- 250 in our email database



# Our Events

- Christmas Dinner
- Photo Competition
- Hanami
- Trivia Night
- Bento on the Broadwater

## We also help with

- The UQ Careers fair
- Pre-departure orientation
- Welcome back packs

# Trivia Night



# Trivia Night



# About us: Secretary

- Minutes
- Mail outs
- General correspondence
- Day job:  
Education QLD Intl.



# About us: Webmaster

- Website management
- Facebook page administrator
- Google apps administrator
- Day job: IT engineer, Photographer



# Tools we use now

- Google Apps
  - Free
  - Powerful
  - Easy to use
- Facebook
  - Necessary social presence
  - Free



# Google Mail

- Ubiquitous
- Advanced
- Spam filter included
- Priority Inbox
- Large free storage
- Domain delegation
- Up to 50 email addresses



# Blogger

- Simple, powerful Blog
- Nice features
- Easy to manage
- Gapps credentials
- Easy archiving



# Picasa

- Image sharing
- Image tools
- Free
- Easy to use
- Integration with Blogger
- Gapps Credentials



# Google Docs

- Document sharing
- Letters, calc sheets etc.
- Newsletter archiving
- Integration with Blogger



# Facebook

- Social Network presence
- Massive exposure
- Easy to find
- Free advertising
- Dynamic
- Mobile platform outreach
- Multiple admins



# Mailing List

- 250 people
- Event information
- Newsletter
- Japan related info
- Effective
- Hard to monitor
- Database maintenance issues



# Our needs addressed

- Daily communication: gmail
- Regular website: blogger, picasa
- Newsletter archiving: gdocs
- Social Presence: Facebook
- Event communication: Mailing list

# Tools we consider using

- Google apps: Mailchimp



# Mailchimp

- Free basic product with google apps
- Mailing list management
- Bounce management
- (un)Subscribe
- Deliverability
- Statistics
- Templates, Newsletters
- Campaigns



# What we use for our events

- Powerpoint Slides (Trivia Night)
- Red cross Fundraising page
- Photo slideshow DVD (Photo Competition)

Questions ?

