

# 11. Website and Communications

## 11.1 Website

The GSF will maintain a website as a communication vehicle to all member associations, the media and the public at large. ([globalspeakersfederation.net](https://globalspeakersfederation.net))

## 11.2 Social Media

The GSF operates under the brand “Voice of GSF” across all its active social media platforms. Official GSF social media accounts are maintained on the following platforms:

- Facebook
- LinkedIn
- Instagram
- YouTube

All other social media accounts have been closed or parked to direct traffic to the active platforms and ensure a centralized, consistent, and more impactful social media presence for the GSF.

A central email address ([voiceofgsf@globalspeakers.net](mailto:voiceofgsf@globalspeakers.net)) is used for all online activities related to GSF social media.

The GSF maintains a consistent messaging strategy across all platforms, focusing on serving member associations, sharing industry insights, and building a global community.

The GSF staff and a designated GSF volunteer are responsible for managing all social media accounts, adhering to GSF communication standards and guidelines and ensuring unified administration and communication.

Social media posts are pre-scheduled and managed via a central social media management tool to ensure consistency and efficiency in content delivery.

All regular posts are subject to approval by GSF staff to maintain consistency and quality. Ad hoc posts outside the regular content schedule require approval from the GSF President or GSF staff before publication.

The GSF uses social media analytics to monitor engagement and continuously improve the effectiveness of its social media activities.

## 11.3 Email Newsletter

The GSF utilizes an email newsletter as another method of communication with subscribers. This approach ensures direct, timely, and targeted information sharing.

All official GSF email communication is sent from the central email address:

voiceofgsf@globalspeakers.net via an email marketing platform.

The GSF staff and a designated GSF volunteer are responsible for managing all email communication. Email newsletter content is aligned with GSF's overall communication strategy, ensuring consistency across all platforms.

The frequency of email communications is regular, yet flexible and responsive, adapting to the federation's needs, calendar of events, and relevant industry developments.

Ad hoc emails outside the regular communication schedule require approval from the GSF President before distribution.

The GSF subscriber database comprises association leaders, who are regularly encouraged to sign up for the newsletter, as well as any individuals interested in GSF activities who can subscribe via the GSF website. The GSF maintains the email database in compliance with relevant data protection regulations. All email communications adhere to anti-spam laws and provide clear options for recipients to manage their subscription preferences or unsubscribe.

The GSF uses email analytics to monitor engagement and continuously improve the effectiveness of its email communications.

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