



United States Women of Today

2025-2026 3rd Trimester State Information Packet

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Women of Today Friends,

This year has been one of the most exciting years of my journey in Women of Today. I have learned new things about this organization that have allowed me to not only fall in love more with giving back to my community but giving my time and effort to help inform the members of our organization that we can try new things to make a difference in our community.

I task you with one last challenge this Trimester to wind down our wonderful year of growth, accomplishments, downfalls, and learning opportunities. I challenge you to send me 10 (at least 10) pictures of your year with your chapter and pictures with President Mary. I would love to share our successes and journeys throughout the year at Year End Convention. Please have these photos submitted to me by **May 20th, 2026**. Those that submit will be in for a photo-tastic treat at convention!

Key Take Aways for The Year!

- **Posts with emojis can increase engagement by over 30%. 😊**
 - Emojis make content feel more human and approachable, which encourages people to react or comment.
- **The average person scrolls the height of the Statue of Liberty every day. 🗽 📱**
 - Combine all that scrolling, and users end up moving through roughly 300 feet of content daily.
- **Videos are shared 12x more than text-only posts. 🎥 📺**
 - That's why short-form video (TikTok, Reels, Shorts) spreads messages farther and faster.
- **Community-focused posts often get boosted automatically. 📦 ↑**
 - Platforms like Facebook detect keywords about local events, emergencies, or community resources and increase their visibility.
- **The timing of a post matters—but not as much as people think. 🕒 🧑🏻**
 - While evenings and weekends *tend* to get good engagement, content quality and relevance have a much bigger impact.
- **“Share” is the strongest form of engagement. 🔄 ⚡**
 - Likes and comments help a little, but a share exposes your message to a whole new network of people.
- **People trust local sources more than national ones. 📰 ❤️**
 - Community pages, neighborhood groups, and local creators often outperform big brands in credibility.
- **Social media algorithms love consistency. 📅 🤖**
 - You don't need to post every day—just show a pattern. The more predictable you are, the more the algorithm rewards you.
- **Posts with faces in the image get more reactions. 😊 🗿**
 - Humans are wired to respond to other human faces, even in thumbnails or quick scrolls.
- **Local hashtags are secretly powerful. 🔍 📍**
 - Using neighborhood, city, or event-based hashtags makes your post discoverable to people searching locally.
- **Most people read *only the first two lines* of a caption. 👁️ 🙌**
 - That's why hooks like “Did you know...?” or “Big news!” are so effective.
- **Social media spreads info faster than traditional news. ⚡ 📰**
 - During major events, updates often appear on platforms minutes—or even hours—before official announcements.

🌸 **Friendly Reminder!** 🌸

As we celebrate all the joy and impact we've spread this year, don't forget to complete your **Buckets of Sunshine Participation Form!** 😊 ✨

These forms help us share the amazing difference you're making — and I *love* seeing all the kindness and creativity your chapters bring to your communities. ❤️ ☀️

Please make sure your completed form is **postmarked no later than May 1st** and sent to the **USWT Public Relations Director** or **submit via the online submittal form:**
<https://www.emailmeform.com/builder/form/47ykN08bf26Ea>

Let's finish strong and shine bright together! 🌸 ❤️

DO NOT FORGET ABOUT!

☀️ Volunteer Week & Random Act of Kindness Day! ☀️

Celebrating Kindness, Community, and Shout-Out Worthy Moments! ❤️ ✨

This trimester, we're shining bright by taking part in **Shout Out with Public Relations** — and we can't wait to share how our chapter is spreading kindness and community spirit! 🌸 😊

Here are some of the awesome ways chapters can participate (just complete **2 out of 4** for recognition!):

❤️ **How We're Spreading the Sunshine!**

✓ **Held a Public Membership Event**

Whether it was a gathering, service project, or community outreach, we showed up *together!* Chapter shirts, matching colors, or fun merch — we made it clear who we are and what we stand for. 📷 📱
Don't forget to include the date, event details, and a photo!

✓ **Shared Our Story with the Media**

We got the word out! From newspaper features to radio mentions to Facebook/TikTok livestream moments — we highlighted our chapter's impact. 🗣️ 📰
Include the link so others can see the magic!

✓ **Proclamation Power!**

We celebrated our commitment to service by having our **Mayor or Governor** sign a community proclamation. A wonderful way to honor Volunteer Week, Random Acts of Kindness Day, Founder's Day, or Women of Today Week!



✓ **Posted the USWT Public Relations Poster in the Community**

From coffee shops to bulletin boards, we placed our poster where it could shine! Snap a photo of where it's posted — or share pictures of members wearing chapter gear around town. 📷 📱

🌸 **Let's Keep the Momentum Going!**

Whatever your chapter chooses, remember:

Every act of service, kindness, and connection helps us spread sunshine in our communities. ☀️ ❤️ ✨

📷 **Be sure to include your event photos and links when you submit your form!**

Let's keep shouting out the amazing work you're doing — together, we shine brighter!