

Social Media Report August 2020

FACEBOOK

Following Page 3204
Modest increase from 3128 in April (increase of 76)

No Paid advertisements during this period

Increased traffic for posts - Highest traffic posts April thru July were:

- Zoom Player Sessions - 15 K + (weekly posts)
- Return To Play - 4 K
- Scholarship application - 1.8 K

Robin Billsborough Attended Zoom conference focused on Social Media Marketing in July, hosted by WIAMA - Social Media Committee will meet via Zoom mid August to review "How to's" and develop a Social Media Schedule.

TWITTER

Low traffic - **Goal to increase posting traffic and association shares**

Added Instagram end of April

Low traffic - **Need to increase posts and links to others**