

## Social Media Report 2020

### Facebook

- Page has 662 likes.
- Only spent \$70 on promotions this year mainly due to less posts to promote (no meets, etc.)
- Post with most reach was May 27, 2020 post about places to swim—reached 2.6k with 506 post clicks.
- Promoted posts reached between 357 and 2.6k, median is around 1000.
- I plan to step down from managing the page.

### Twitter

- Account connected to Chris Stevenson's email, so I can't access it.

### Strava

- New initiative started by George Sushkoff
- Exciting new opportunity for engagement