

Report on Virginia LMSC Social Media Outreach

- I. Logistics
 - a. One post a week on Facebook is boosted for a cost of \$5
 - b. Post is targeted at individuals who like the page and their friends or a targeted group (individuals who like triathlons)
 - c. Rotation between meet announcements, technique and training trips, and human interest stories
 - d. Any LMSC club can contact me and I will boost their event/post
- II. Results
 - a. Reach is usually between 500 and 3800 individuals (meaning it shows up on their newsfeed), non-boosted posts are usually around 65.
 - b. Page likes have increased by about 100 since last year and 200 since implementing boosts
 - c. For example, the VMST Fall Meet information had 399 organic views, 552 paid views, and 29 link clicks to the meet information from the Facebook post
 - d. An "Upcoming Meets" post had 353 organic views, 375 paid views, and 77 post clicks
- III. Other Outreach? Open for suggestions
 - a. Twitter has been linked to the Facebook account so every post also posts to twitter but we still only have 6 followers
 - b. I send an email out to my team every few months with meet info, maybe an LMSC email to coaches/team presidents?