

Report on Virginia LMSC Social Media Outreach

- I. Logistics
 - a. One post a week on Facebook is boosted for a cost of \$5
 - b. Promotion runs for 2-3 days, but post remains after that
 - c. Post is targeted at individuals who like the page and their friends or a targeted group (individuals who like triathlons)
 - d. Focused more on meet announcements, newsletter posts, and events this year
 - e. Any LMSC club can contact me and I will boost their event/post
- II. Results
 - a. Page likes went from 475 to 531 in the past year
 - b. Post reach is usually around 500 people
 - c. For example, a post about Club Tribe breaking a national record had 524 people reached and 80 post clicks
 - d. A post about the David Gregg Meet had 417 people reached and 35 post engagements, including 20 link clicks
- III. Other Outreach? Open to suggestions
 - a. Our twitter still only has 7 followers, up from 6 last year