

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 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 531 to 596 in the past year
 - b. Post reach is usually around 500 people
 - c. For example, a post about the VMST Fall Meet had 550 reached, 12 link clicks, 2 shares, and 15 likes.
 - d. A post about USMS registration opening had a reach of 880 people with 19 link clicks
- III. Other Outreach? Open to suggestions
 - a. Our picture posts show up on Instagram