

Social Media Report
Marketing Committee
Charlie Roberson
October 30th, 2024

- We have been getting several admission requests per week. This means that the admission and/or info page is easily accessible and being utilized.
- The donate button has been updated to be bigger to stand out more.
- The print shop button has had “SGA” removed since it was discussed in the last meeting that no one from the general public knows that that stands for.
- We have collectively decided against putting Kevin and Alvin’s presentation schedules on the calendar or the portal.
- The calendar is in the process of being updated with our events and the community support centers events.
- The web developer has been working with Thomas on the SGA website. I know there was a hiccup figuring out who the domain is registered with and the login info for that, since the person who set it all up no longer works here.
- Instagram and Facebook have seen steady increases in engagement.
- CBS17 and Fox8 have both sent over their analytics, which you all should have. I think going forward we should consider sticking with CBS17 and cutting Fox8. After a conversation with Jason Ross, we realized that the commercials are not being put out to new people. A larger focus on social media and streaming is the direction I think we should go in.
- We applied for and received a Google Grant and have \$10k of ad spend per month. We have been talking with a digital marketing professional who specializes in Google ads and she will be implementing SEO/SEM.
- My goal for 2025 is to implement ads across several different platforms while balancing it all out with more resident content and heartfelt posts. While ads and getting donations is top priority, we never want to come across cold and corporate.