



# Public Relations Manager Report

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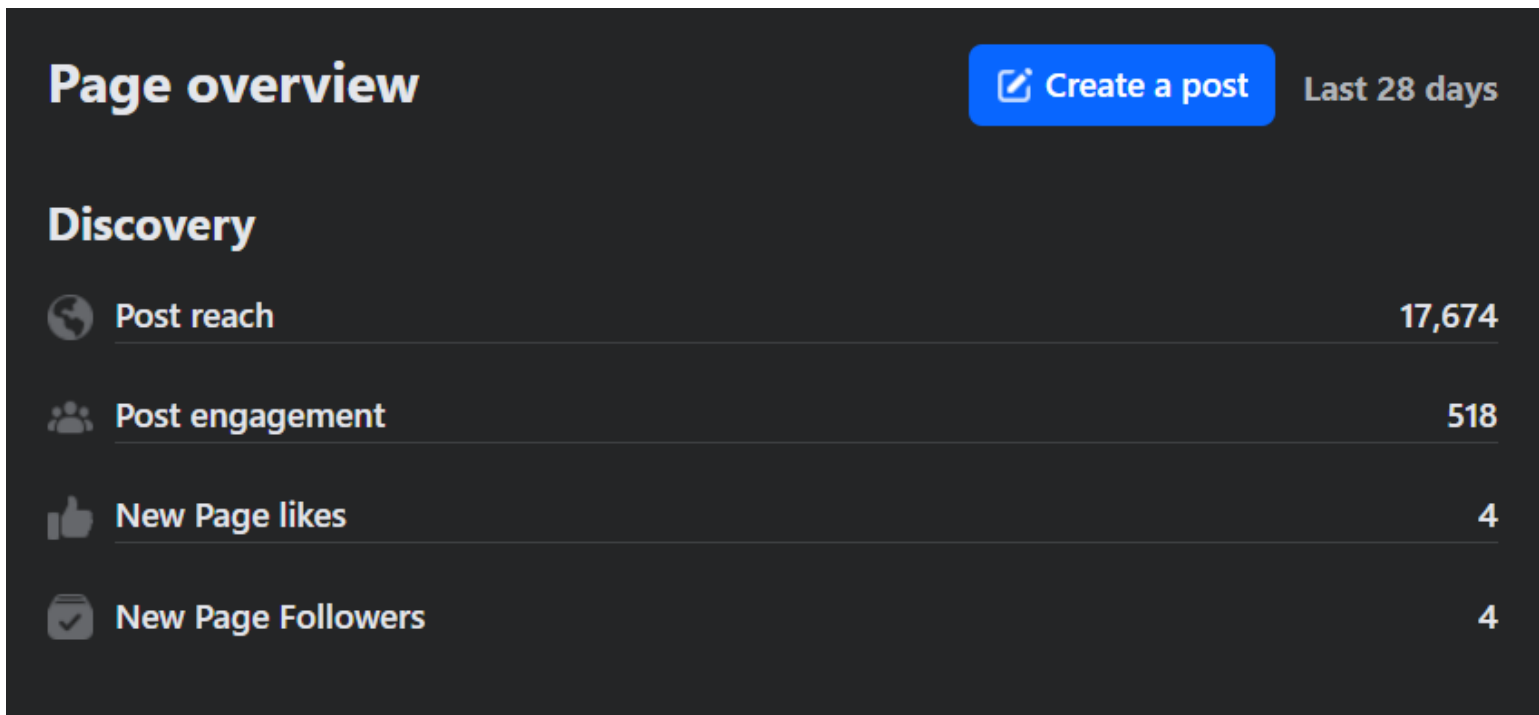
## May 2024

On behalf of Tashika Williams' work as the Public Relations Manager, I will give the PRM report for the month of May.

Social media engagement is continuing to look good, but there are some questions we will have to ask.

1. Can we keep this engagement going?
2. Can we transform this social media engagement into potential new members?

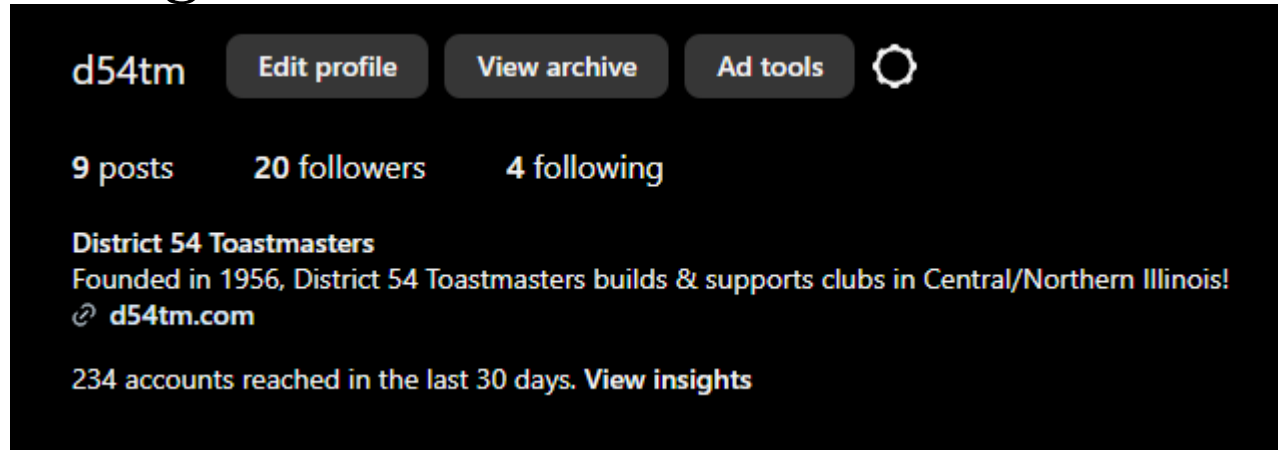
## Facebook:



Our posts have reached almost 18,000 individuals over the last 28 days. How do we guide these folks to our clubs within D54? Engagement of the post are increasing, how can we keep increasing it and how can that engagement be utilized?

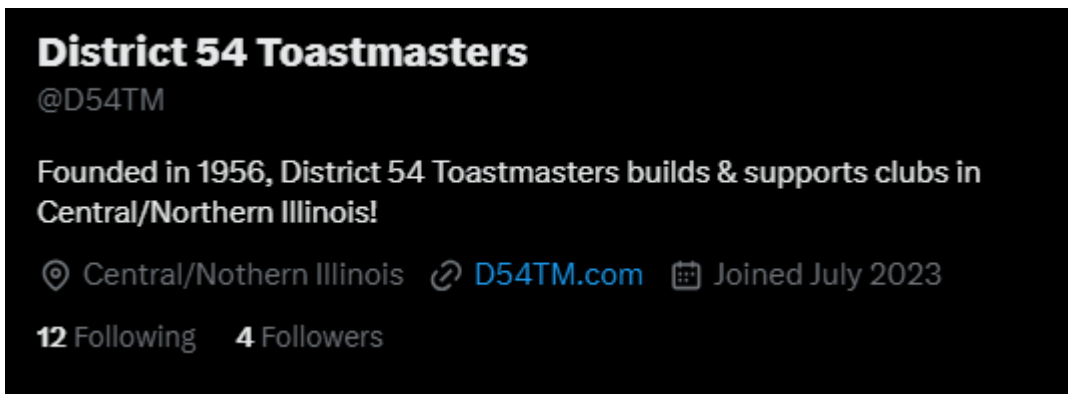


## Instagram:



Our Instagram account continues to grow, reaching 234 accounts in the last 30 days. This is a site that we could utilize better and see how we could drive people from Instagram to our clubs.

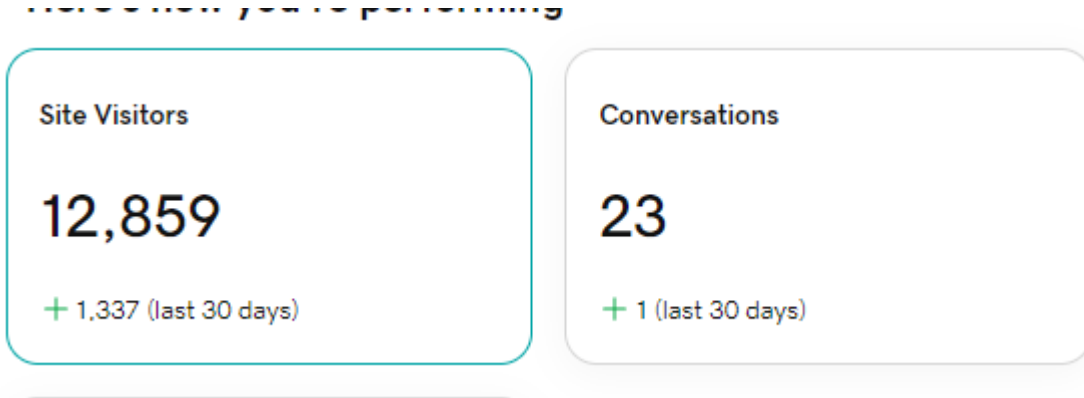
## Twitter (X):



Our X account has 12 followers and is another piece of social media that we could utilize better. Ideas of connecting this to our D54 newsletter to provide the quotes and words of the week have been something that could assist.



## District 54 Website:



Engagement on the website is still steady, with 1,337 site visits the last month, and almost 13,000 for the year. Again, the question is how can we get this engagement to the club level?

## District 54 Newsletter:

The engagement of this has been amazing, with the viewed and engaged stats for the newsletters steadily increasing over the past year. We have been working on getting the distribution list stable and have tried to keep up with the influx of new members this year. We are always looking for articles and interesting individuals to help drive content.

## FINALY THOUGHTS:

All of this is great news. The efforts that Tashika put into being a Public Relations Manager have proven results. To go back to the questions at the beginning of this report. Can we keep this engagement going? We can, but with help. We are still looking for someone to take over what Tashika started. If you know someone that could be a prospect let us know. Can we transform this engagement into potential new members? We can, but we need ideas. If you know someone that utilizes social media in interesting and creative ways let us know. We always have room for volunteers to assist in our public relations efforts.