

All statistics valid as of Saturday, March 19 2022

Social Media Report

- Regretfully, due to a pre-arranged, planned, desert vacation. I'm unable to attend the annual meeting.
- Facebook has our current reach (around 1,500) and page views (115) as slightly down over the past month. [Their statistics are measured by month.] We do have over 2,000 likes which is up (20) over the past month. The responses are enthusiastic and happy. The Georgetown Heritage repost of March second generating the most reach at 728. I have endeavored to keep our Facebook presence fresh with new pictures celebrating the little holidays that spice up the wintertime. Also, have promoted our hikes on the platform, and promoted Along the Towpaths latest edition.
- I am still trying to integrate Instagram to mirror our Facebook presence as these 2 social media entities are related. At this point these 2 are the social media presences I'm targeting.
- I noticed Facebook creates a QR code available as a link to our page. This method, widely used by many businesses these days, could prove to be a way to quickly connect visitors and anyone interested in our Association as a portal straight to us. A quick scan giving them access to what we do and how to become a part of it. If we could explore how to get this code physically on our Benches on the canal or other contributions to the park itself. It is the instant method to get the word out.
- I believe, I'll be back from my travels in time early on the morning of our next board meeting. Hopefully, able to make it there in time. Looking forward to seeing y'all then.
- RS Travis Medcalf