

**Social Media Chair Report**  
**May 26, 2022**

Would like to increase engagement throughout the year.

Currently we have approximately:

450 followers on Facebook (around 10% of our membership)

237 followers on Instagram (around 5% of our membership)

507 followers on Twitter (just over 10% of our membership)

Contemplating a committee of Social Media savvy folks to help keep our Social Media active throughout the year. Keeping teachers engaged all year... make it meaningful so that folks want to be engaged with us on Social Media.

Want to do a "Bring a Friend" campaign on Social Media to get more followers.

Is there a budget for prizes outside of Convention time for us to draw winners of new followers?

Any feedback on the above is welcome.