

PDTCA March 24/25 2023 Social Media Report

Work Completed

Lots of engagement on Social media platforms.
The duck hunt (Goose Chase) helped a lot!

556 (up from 450 followers on Facebook)
313 (up from 237 followers on Instagram)
537 (up from 507 followers Twitter)

Some fun statistics:

Facebook

Much more women use Facebook than men!
10% of our engagement comes from 55-64 yo
37.3 % of our engagement comes form 45-54 yo
32.2% of our engagement comes from 35-44 yo
14.5% of our engagement comes from 25-34 yo
Under 25 0.2%

Instagram

More men use Instagram than women!
55-64yo 8.1%
45-54yo 28.5%
35-44yo 38.9%
25-34yo 21.7%
18-24yo 1.6%

Work in Progress

Unclaimed prizes, drawn in Full Board Meeting as a Thank you!

New Business/Action Items

Ideas for engagement through the year...?
Information items from Questions in evaluations, FAQ's??
Social Media to take over FAQ's next year.

Need an engagement piece for during convention for questions, FAQ not a good use for this.