



MID WINTER REPORT

YOUTUBE:

278 SUBSCRIBERS TO DATE

13 VIDEOS UPLOADED

TOTAL VIEWS ON ALL VIDEOS = 2,682

FACEBOOK:

FOLLOWERS: 14,953

POST REACH: 69,344

STATS ON FOLLOWERS: 68.9% MEN, 31.1% WOMEN

COMMANDANT'S CORNER:

HOSTED: 5

UPLOADED TO YOUTUBE: 4

OTHER:

- HELD THREE MONTHLY MEETINGS
- ATTENDED DEPARTMENT ZOOMS IN CALIFORNIA AND OKLAHOMA
- ATTENDED DETACHMENT MEETING VIA ZOOM IN TEXAS
- ARRANGED ALL PLANNING FOR "TRIVIA NIGHT" AT MID WINTER
- PRESENTED NATIONAL RESOURCES & SOCIAL MEDIA POWER POINT AT DEPT OF PA MEETING

With the support and guidance of National Officers, I put out only three "fires" as they pertain to Public Relations.

These numbers and statistics are since the 2021 Convention.

In closing, the entire Public Relations Committee works DAILY to ensure all social media is monitored, YouTube is checked and comments answered, and daily posts are made to ensure the Facebook algorithm is doing its job.

Respectfully submitted,

G. Victoria McCoy

Public Relations Committee Chair