

2023-2024 DIGITAL COMMUNICATION REPORT

Website Development & Management

- Day-to-day website management, maintenance & best practices
- Analytics & SEO (Search Engine Optimization) to improve rankings

Newsletters Management

- Decommission previous mass emailing platform to the Constant Contact platform
- Content Generation & Delivery, (Newsletters/Press Releases)
- Periodic & Monthly Blast Emails, (membership & stakeholders)

Social Media Management

- Plan social media campaigns
- Identify target audiences, select platforms, and create ads
- Content generation, curation, delivery & engagement
- Optimize social media presence & increase brand awareness
- Identify and secure digital tools graphic design tools to enhance social media presence, (Gipper, Bitly, Canva, Photoshop)

Marketing & Advertising

- Utilize association assets to generate advertising revenue.
- Partner with strategic partners to promote association brand.
- Increase brand visibility & revenue through the “Specialty License” program
- Create strategies for increasing brand awareness

Member Club Engagement

- Deploy member club engagement strategy through storytelling, conducting interviews & videography to promote club engagement.
- Travel to respective member clubs to capture & spotlight club programming, stories, tournaments & other activities.

Video Production Engagement

- Amplify program awareness & departmental programming through video filming of events, (directing video production)
- Conduct interviews & story telling to promote engagement & clubs participation
- Deploy video production to create “Ever Green Content” on hot button topics including, (Sideline Etiquette - Respect The Referee, Respecting The Coaching Staff)