

PR Marketing Report – Sept-Oct 2022

- Social Media Events have been created. I will be updating the artwork this week.
- Lindsay has wrapped up her internship at this time.
- The social media calendar requires an update; our committee will meet in the coming weeks to work on this.
- Cabaret artwork is finished. Holiday Concert artwork has been finalized and needs to be printed.
- After discussion with the production committee, we'll move forward with a migration to Chorus Connection. This will entail moving our Website as well, which will be the first part of the process in doing the migration. It's time to redesign the site anyway, so timing is good!
- Resourcing for all that needs to be done with PR/Marketing is rough as our committee has been a single person – Stephanie has volunteered to help on a go forward basis.

Identified tasks for the committee include:

- Web Site - conversion to Go Daddy or Square-space
- Conversion to Chorus Connection
- Social Media & Online/Website Updates - update social media calendar (ongoing task)
 - Annual Events
 - October Event
 - December Concerts
 - January Auditions?
 - February Event
 - March Auditions
- Print Media for all events. We also need to talk about distribution
 - Seems that we're through the worst of this for October and December
 - Steven is handling dealing with the printer
- Mailings - working with USPS to figure out what we need to do to use this service.
- Mailing List Maintenance - remove old/returned addresses. Update newly acquired names/addresses.
- Email List Maintenance - remove old/returned addresses. Update newly acquired names/addresses.
- Email Campaigns? We have barely touched these.
- Create/update booth/public event material:
 - Join the Chorus
 - Join our mailing list
 - Update Banner (HGMC vs. Harrisburg Gay Men's Chorus)

The above list isn't all inclusive, however it's the bulk of what needs to happen in the immediate future.

Stats:

- Web visits (90 days)
 - 900 unique visitors
 - 650 unique sessions

- 42% bounce rate (lower is better – though this is debatable with our content)
- 53% computer, 45% mobile device, 2% tablet/other
- YouTube Chanel Visits/views
 - Views: 446
 - Watch time: 10.8 hours
 - Subscribers: +/- 0 (37 total)
- FB Stats
 - Post reach 2980 (-15%)
 - Post engagement 974 (-20%)
 - New Page Followers 14 (+15%)
 - Reactions 355
 - Comments 21
 - Shares 18 (-20%)
 - Photo views 349
 - Link clicks 16