

WFRW  
April 23, 2022 Board Meeting  
Social Media/Communications & Legislative Committee Report

Website - Visits - 4,717; Page Views 11,475 in 2021

These numbers reflect an increase of over 200% from 2020.

We added a *Membership page* that explains what it means to be a member and to help clubs in recruitment.

The *Legislative page* was updated routinely during both the 2021 and 2022 sessions. Bill information included links to bills and how to comment or testify. Hot topics and news from our Republican legislators was also posted. This page will now be used to provide information on the 2022 election, candidates, resources and ways to become involved.

Twitter - 230,000 Impressions and over 30,000 profile visits based on approximately 1500 tweets in 2021. We lost so many followers in 2020, but have gained some back. At the end of Dec/21 we had 684. As of April/22 we have 722

Facebook - Posts reached about 25,000 in 2021. We had 1058 Followers at the end of 2021. As of April/22 we have 1086 followers. Insight analysis shows that our FB posts are not reaching a large audience, mostly due to the changes FB has recently made to their algorithms and standard operating policies.

Constant Contact - We sent 20 emails in 2021 with 4,649 opens out of 16,548 for a 31% open rate and a 4% click rate on links. The 2021 open rate is 2% down from 2020, but the click rate is up 1%. Unfortunately our bounce rate continues to increase due to a variety of issues.

Instagram – We have reconnected our Instagram account with Facebook and published a few posts. Currently we have 59 followers.

Questions –

How many of you use WFRW's social media?

Do you encourage club members to use it?

Do you see the emails from WFRW? Do you open them?

Do you use WFRW's website? In what way? Is your club info the most current? Does the calendar have your meetings listed correctly?

What do you think is the best way to communicate with WFRW members on important issues?

Report club news and calendar changes to Carolyn Williams: [craewill@comcast.net](mailto:craewill@comcast.net)

To make changes to your club information on the website contact Candis Int-Hout: [cinthout@outlook.com](mailto:cinthout@outlook.com)