

Carolyn Williams
Public Relations/Communications/Social Media

WFRW Spring Board of Directors Meeting May 11-12, 2024

WFRW Public Relations/Communications/Social Media Report: Nov 2023 -April 2024

Social media is still a viable way to provide information and share club activities.

As you can see from the statistics, we have gained some followers, but our influence or reach has drastically decreased. Facebook as well as other platforms continually change their algorithms, policies and viewing strategies. Because we are a political organization and an open page many of our posts are 'shadow banned'. One way to increase seeing our posts on Facebook is to actually follow us and then like and share our posts often. You can do this as a club or individual member. You can also set up your club or individual member page to receive notifications from our page. You can do this under Settings. Facebook now allows pages to tag @followers once each day. But to receive the tag notification, your club or member needs to be following our page. I have been using this tag on some posts that are important to be seen.

Statistics are for the 6 month period 11/23 – 4/24 and show increases or decreases from the prior Fall report.

Facebook> Followers – 1505 (increase of 69), Reach – 5,600 (decrease of 7,400)

Instagram> Followers – 175 (increase of 41), Reach – 181 (decrease of 251)

X> Followers – 1052 (increase of 137), Reach – 15,361 (decrease of 12,961)

WFRW Email Updates - 10 Constant Contact emails were sent to members.

Open rate was 46%. Bounce rate 5%. Unsubscribe 1%. The last email sent in April had 9 unsubscribes, mostly saying they didn't sign-up to receive our emails. Be sure to let your members know they will be receiving monthly emails from WFRW as a member of your club.

Any questions or need help with social media, additions or changes to WFRW's calendar or want WFRW to post about your club, please contact Carolyn Williams, WFRW Public Relations Chair craewill@comcast.net or 509.466.6068

Legislative Report from Carolyn Williams

The Legislative Page was updated weekly during the report period of November 2023 - April 2024.

It included the following:

- >Legislative hot button issues and ways to take action.
- >Links to reports and updates from both the House and Senate Republicans
- >All the Click and Send bills sent out by Judy Billings and her crew
- >Initiative information and links
- >WAGOP caucuses and convention information and links

All the above was also posted on WFRW's social media platforms: Facebook and X. Some was posted on Instagram as well.

After candidate filing week May 6-10th is over, WFRW will be posting candidate information on the Legislative Page, Facebook and X. Emphasis will be given to our legislative positions due to so many of our Representatives and Senators not seeking re-election.

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