



Illinois District of the Barbershop Harmony ...

"A State of Close Harmony"

2021-05 IL District Marketing report for HOD

Submitted by Joe Gurreri, Illinois District Marketing & Publicity

BHS CONVENTIONS - MIDWINTER VIRTUAL event

Thanks to Roman King who prepared the rooms.

LEARNINGS: BHS has the license for this platform for a year so we may see the space again. The District can be much better prepared now that we understand this new landscape. Successful rooms had headliner concerts (similar to the Afterglow stages) and we can utilize that and schedule and advertise within the platform and in advance of the event on social media in order to increase participation from District members and all attendees at large.

DISTRICT CONVENTIONS - FALL, HCM

2021 Fall Convention announcement completed on website and Facebook. Yellow banner updated with link to information for Fall - will be updated as more info becomes available.

As details for HCM become available, details and social media publishing will be completed.

ACTIONS: As Fall convention and HCM approaches, I've posted an invitation on Facebook to quartets to highlight them as upcoming participants on Facebook and website feeds. I'll do the same for choruses as we near the date.

ACTION REQUEST FOR HOD DELEGATES: Encourage chapters and quartets to post highlights on Facebook of their singing, a few seconds of a tag rehearsal, still photos, stories [post ***anything!***] about their upcoming participation in the events and TAG "@Illinois District of the Barbershop Harmony Society" (after typing the @ symbol and spelling the first part of the name, the Illinois District logo will appear and you can click it to 'stick it'). I am notified of all such tags and then I re-post the item to the full District Facebook page and it cross-posts to the District website.

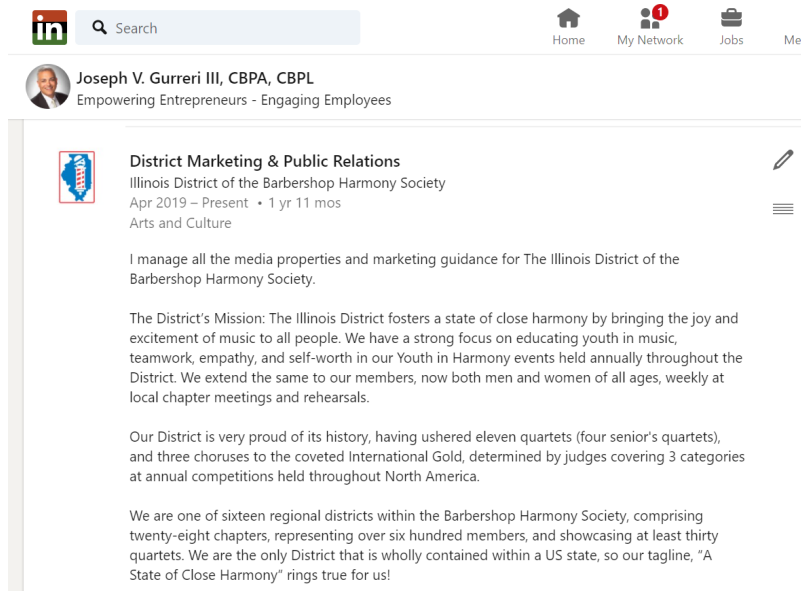
LINKEDIN

IL District has a LinkedIn page! For those of you on the platform, go link your profile to it. Adding volunteer and leadership positions beefs up your professional profile! (take it from me; I'm in the human resources business!) . Check out the 'POST' tab for some articles and links to performances.

<https://www.linkedin.com/company/illinois-district-of-the-barbershop-harmony-society>



HOW DO I ADD THIS TO MY LINKEDIN PROFILE? Go to your own LinkedIn page, Add a new employer or volunteer activity, and when selecting the company/organization, start slowly typing "Illinois District of the Barbershop Harmony Society" until you see our logo, then **CLICK ON THAT LOGO** to add the link to the organization name. See the examples for how it should appear on your profile. Add your leadership or member status and any highlights of your contribution to the organization.



RESULTS: We have only 6 followers and one employee listed at this time.

ACTION REQUEST FOR HOD DELEGATES:

- Board members should login and add this as a "Volunteer Experience"
 - Directors should add this as a 'Job Experience'
 - Be sure you click the 'company name' with our logo when it appears so that it links to the Illinois District page.
 - Look at the company page and 'LIKE' the content and 'SHARE' the content on your own LinkedIn posts to get some momentum for not only the District but for you as well! LinkedIn algorithm rewards those participants that post, LIKE, COMMENT and SHARE from other's posts. It's the best way to help your stature on the platform for recruiters to see you more easily. Hiring managers and HR pros like seeing structured organizational participation in candidates.
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FACEBOOK - APPEAL FOR HISTORICAL, VIDEO, AUDIO, PHOTO, STORIES POSTING FROM CHAPTER LEADERSHIP

April 25th and May 2nd, 2020 tutorial emails were sent to all District presidents, marketing, historian, and secretary officials. Copies can be viewed here:

<https://drive.google.com/drive/folders/1Vot6nTAJKu-T4Ull6Cy7kHTzMUn2M2h2?usp=sharing>

Re: Action requested - Illinois District, Chapter Officers and BHS Member Center update & Facebook post TIPS

- Several tips to improve chapter social media publicity
- Request to ensure BHS Member Center is updated.
- Specific support for Facebook.

My appeal to all Chapter and District leaders with any historical photos or footage urged them to find something - ANYTHING - to post on Chapter page WEEKLY or at the very least, monthly. For EVERY post if they tag the district page with @illinoisdistrict and select that pop-up within the post, then I will be notified and can echo it out to the page and then to the website.

Tools

- Genius Scan
- Photo Scan
- Co-hosting EVENTS
- Website updates all Facebook posts

Call to add vintage historical photos to chapter site, tag @illinoisdistrict and I'll promote.

RESULTS: Little participation, only from a few chapters at this time. Benefits - We can see the favorable effect from the Legacy Quartet competition and other video nostalgia - this can only help our participation at the Illinois District if we uncover any archival footage and publish it on a consistent basis.

ACTION REQUEST FOR HOD DELEGATES: Please share the link above to your chapter and quartet leadership and make a point in your board meetings to establish an owner to participate in this initiative. Encourage them to reach out to me by sending an email to marketing@illinoisdistrict.org











HISTORICAL ARCHIVE *NEW* WEBPAGE

Soon, a new webpage will be posted under HISTORY / ARCHIVE with stories highlighting great performances, choruses, quartets, and leaders from the Illinois District. Thanks to Rich Hansen and the Historical Committee for content.







































FACEBOOK MARKETING AND REACH UPDATE

RESULTS TO DATE:

- 947 LIKES
- 1087 FOLLOWERS

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Mid-Atlantic District Bar...	1.2K <div><div></div></div>	▲ 100%	1	3
2  Far Western District of t...	1.1K <div><div></div></div>	▲ 100%	0	1
3  Pioneer District Barbers...	977 <div><div></div></div>	▲ 100%	1	42 <div><div></div></div>
YOU 4  Illinois District of the Ba...	947 <div><div></div></div>	▲ 100%	1	0
Keep up with the Pages you watch. Get More Likes				
5  Evergreen District of the...	899 <div><div></div></div>	▲ 100%	0	3
6  Cardinal District	738 <div><div></div></div>	▲ 100%	11	157 <div><div></div></div>
7  Rocky Mountain District...	633 <div><div></div></div>	▲ 100%	2	31 <div><div></div></div>
8  Ontario District - Barber...	551 <div><div></div></div>	▲ 100%	0	0
9  Seneca Land District of ...	510 <div><div></div></div>	▲ 100%	2	308 <div><div></div></div>
10  Johnny Appleseed Distr...	379 <div><div></div></div>	▲ 100%	0	22 <div><div></div></div>

- POST REACH over 100 for certain posts.

Published	Post	Type	Targeting	Reach	Engagement
05/08/2021 1:25 PM	 Who will be our 2021 Champion and be added to our web-wall of			0	0 0
04/10/2021 11:48 AM	 Don't let the weather scare you - the show must and WILL go on in			82	6 7
04/10/2021 11:42 AM	 Happy Quartet Day! Here's a teaser "From The Vault" - our upcoming			78	12 2
04/08/2021 1:48 PM	 Greetings Illinois Barbershoppers! This coming Sunday April 11th,			174	2 4
04/08/2021 8:06 AM	 Sunday, Sunday, Sunday! Celebrate quartets with Chicago Metro			135	3 2
04/08/2021 8:03 AM	 Did you see Chicago Metro Chorus, Barbershop Harmony Society			91	1 1
04/03/2021 10:36 AM	 Chicago Metro Chorus, Barbershop Harmony Society !			228	17 6
03/19/2021 12:44 PM	 Look what a kind leprechaun left for us - Happy St Patty's week!			101	13 6
03/14/2021 8:24 PM				139	7 2
02/07/2021 8:58 AM	 Here's a great event planned by Arlingtines ! Get your drive thru			156	1 13
02/06/2021 11:36 AM	 New Tradition Chorus is offering a Virtual Singing Valentine package			99	15 8
02/06/2021 12:45 AM	 I spy with my little eye at 8:24... Forefront Quartet !			141	33 3
02/06/2021	 So, if you could quartet outside of your favorite composer's home, who			103	5 2

ACTION REQUEST FOR HOD DELEGATES:

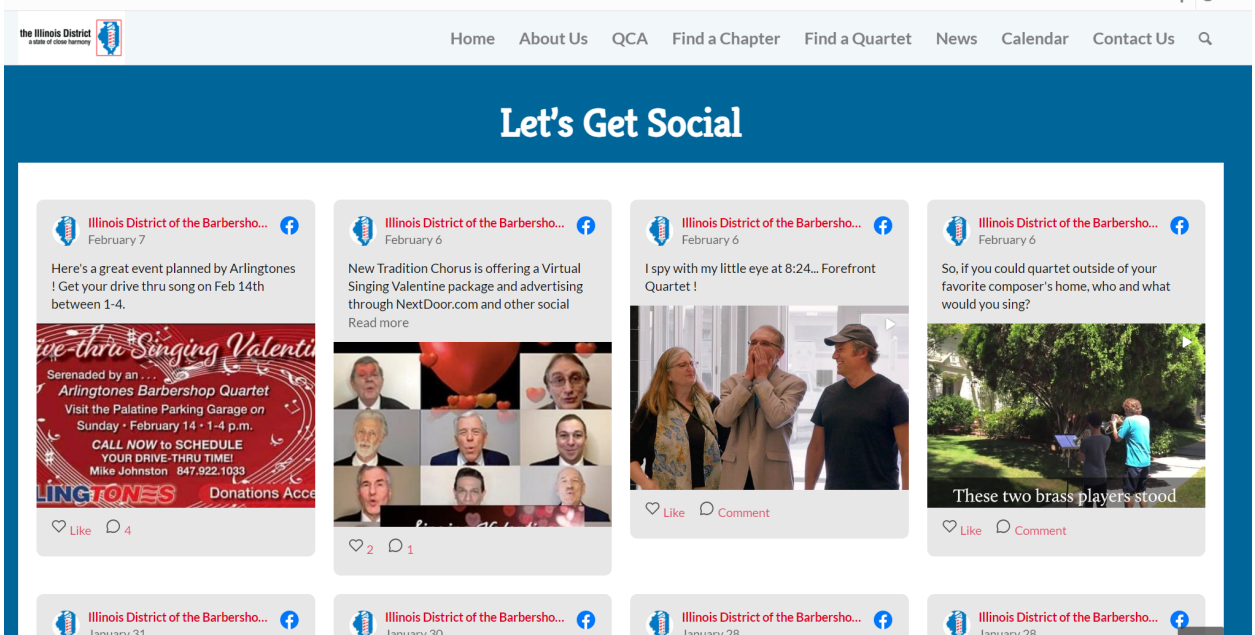
- Continue to post interesting information and updates, typical with photos and/or video to enhance the algorithm to show on our followers' pages. TAG @illinois district
- WE NEED your support on Facebook posts, to click on EVENTS, and increase your LIKES and SHARES. We need to set the example. Here are some updated statistics on the District Facebook page. **We're only 53 PAGE LIKES away from our first 1k followers.**
- **Please LIKE and SHARE our Facebook page. If every chapter took a moment during their chapter business meeting to have members do so in real-time, we could get to 2k quickly. This helps us support every chapter's publicity efforts.**

WEBSITE DIRECTORY UPDATES

Contract completed with the great help of Jim Waldorf. A database project has been approved so that our incremental updates to chapter information, leadership and quartet information will be easier in future. Small incremental changes have been working smoothly with vendor by using their ticketing system, Trello.

Website contact, chapter and quartet info will continue to be updated only using BHS MEMBER CENTER data. All Chapter leadership, choruses, rehearsal location & details, and quartets must check BHS Member Center for accuracy. The District website information for all this information will be updated in March after all chapter installations are completed, but the new Member Center has proven to be a new task to overcome to get at our data.

Website is consistently updated at bottom of main page with Facebook posts - Goal to engage more activity from Chapters on Facebook so that it expands their reach. I've been consistently highlighting activities from individual chapters when they tag the District site or add the District as a 'co host'.



HELPING CHAPTERS MARKET

One great example is the small but mighty Chicago Metro Chorus who again held their annual quartet contest in October with a couple of twists this year. Jeff Lathom did a terrific job as emcee . Metro donated some proceeds to Lurie Children's Hospital. In all our District marketing, I tagged BHS, so they picked up the story and Metro were subsequently featured in The Harmonizer

For three years, the **Chicago Metro Chapter** (ILL) hosted the Chicago Metro Quartet Contest, a warm-up to fall district contest for new and non-seasoned quartets throughout the metro area who wish to get experienced and off-the-book judges feedback. They made the event virtual this October, with proceeds supporting Ann and Robert H. Lurie Children's Hospital of Chicago. Participants included every variety of quartet: mixed harmony, high school, comedy, Next Generation, Seniors, and more. Part of the Zoom recording is now on the chapter's Facebook page.



4 | The Harmonizer | January/February 2021 | barbershop.org

Submitted 2021-05-08 by Joe Gurreri