



memo

Illinois District of the Barbershop Harmony Society

To: HOD – Illinois District of the Barbershop Harmony Society
From: Joe Gurreri
CC: Brett Mulford, Jim Waldorf
Date: 2019-04-19
Re: Marketing & Publicity– initial report April 2019

Comments: This is the initial report since accepting the role.

Focus

- a. Website – interface with The Magic Blue Box, Dan and Robyn, to set updated requirements in design and updating of content
- b. Social Media – update and enliven District social media properties, starting with Facebook. Use social media to drive traffic to District website, chapter websites, and chapter Facebook sites, most especially their EVENTS.

Objective

- a. Transform into a centralized resource for chapter resources, scores, best practices, calendars, and history
- b. House our District history in a more engaging online resource including narrative, photos, links, video
- c. Support chapters with publicity of shows, celebrations, requests
- d. Facilitate brotherhood between chapters and unify District participants – support the vision of the overall District.

Baseline observations:

- a. Website
 - Web has been refreshed, yet needs some functional updates to improve usability
 - Redesign of the splash page to incorporate action tiles will improve access to resources
 - Splash page does not include the most recent photos
 - District leaders, such as After Hours are not being highlighted
 - Social media properties are linked but content is not incorporated
 - b. Social Media – Facebook
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- Starting LIKE count 770
- No upcoming EVENTS
- No links or SHARES of chapter events

Progress to Date:

- a. Website
 1. Initial handoff with Brett for scope
 2. Initial meeting with Dan/Robyn (The Magic Blue Box) with Brett and Jim Waldorf
 3. Determined short list of immediate improvements
 - a. Add AFTER HOURS to splash page – incorporate more video on site to draw visitors [week of 4/22]
 - b. SCORES page revamped to have a single page – each year in one row with a column for chorus and quartet score sheets [week of 4/22]
 - c. CALENDAR – determine process to more quickly update content. JG added to notification distribution. SLA within 24-48 hours for updates to web page [ongoing]
 - d. Post a DISTRICT CONVENTION page with preliminary details
- b. Facebook
 1. Within 28 days, increased LIKES and followers from 770 to 841 just from individual invitations. Will launch a LIKE campaign after more content is built and more chapter CALENDAR events posted.
 2. Added 5 events, including the upcoming IL convention
 3. Added 11 new POSTs which reached 1,280 , earned 344 post ENGAGEMENTS

Target activities for this quarter

- a. Maintain a steady set of improvements on website
- b. Continue to feed content on Facebook
- c. Engage other social media properties, such as Twitter and Instagram
- d. Engage the VP Marketing reps across District into a committee – objective to invite their event postings, co-sponsoring of Facebook EVENTS, and create more dialog and sharing of best practices.
- e. Work with District Historian (Rich Hansen) for help in assembling “Great Moments in IL District History” to highlight on our webpage and feature on Facebook posts periodically throughout the year to improve overall digital engagement