



memo

Illinois District of the Barbershop Harmony Society

To: HOD – Illinois District of the Barbershop Harmony Society
From: Joe Gurreri (Marketing@IllinoisDistrict.org)
CC: Brett Mulford, Jim Waldorf, Mike Isely
Date: 2019-09-07
Re: Marketing & Publicity– report September 2019

Comments: This is an update of activities from April to September 2019 .

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.
- c. Gain access or establish access to other social media properties including Twitter, Instagram, and YouTube

Website

- 1) Website: Eight significant changes to website including revised initial 'splash page' with improved navigation. Changes include
 - a) Adding dynamic Facebook post links to keep the website updated quickly. Front page at the bottom includes 'tiles' to each Facebook post as they occur. The updates post within the hour to the website. Clicking the tile opens the FB post and reveals the content.
 - b) Highlight After Hours as our most recent internal champs
 - c) Emphasize membership and access to chapters and quartet listings as well as events
 - d) Ease convention registration with a highlighted yellow banner 'above the fold'
 - e) Convention page with latest information to
-



-
- i) register as competitor
 - ii) register as individual attendee
 - iii) hotel registration
 - f) Cleaning up Contest Scores Archive order and naming conventions
 - g) Editing QCA listings, including photos and chapter affiliations
 - 2) Website projects underway now
 - a) Full audit of all Chapters, Choruses, Men/women/mixed designations, rehearsal times, officers, and contact information. Information was pulled from BHS Member Center and used as the template to modify the updated pages to illustrate the difference between Chapter and Chorus. Once completed, a broadcast email to each Chapter contact will be sent to ask for confirmation of accuracy.
 - b) Editing the District committee listing. Some changes were made - awaiting confirmation before full edits. Anticipate completion prior to Convention.
 - c) Quartets - complete audit of the current listings of active quartets are being replaced with the latest info from BHS Member Center and verified by Mike Bagby.

Facebook

- 1) Actively updating Facebook with the most recent news as it happens. As mentioned above, this also extends directly to the bottom of the website splash page
 - 2) Actively cultivating LIKES . Starting LIKE count start was 770 in April then 841 and now at 877. Many more can be earned if every delegate went to <https://www.facebook.com/IllinoisDistrict> and hit LIKE and then click INVITE to ask their friends to do the same.
 - 3) EVENTS are published for every District event, including the upcoming, newly branded Harmony College Midwest. It would also help if each delegate went to each EVENT and indicated either GOING or INTERESTED and then also SHARED the post to their friends and followers. This will increase our coverage
 - 4) EVENTS for individual chapters have been copied to the District EVENTS calendar on FB. When a chapter Facebook page adds 'Illinois District' as a CO-HOST, I can then approve it to link directly onto our Facebook page, thus duplicating the listing in more than one place. Check out <https://www.facebook.com/pg/IllinoisDistrict/events/>
 - 5) Streamed FACEBOOK LIVE at the recent Chicago Metro quartet competition. Reached over 2500 with 1099 engagements (clicks, likes, views, etc.)
 - 6) Rebranded IDAH to Harmony College Midwest, developed a new logo, added the EVENT and gained new LIKES. Started at 116 and now up to 180 LIKES (193 FOLLOWERS) in only 3 weeks.
 - 7) The Harmony College Midwest 2020 EVENT has reached 4,700 with 179
-



responses and 39 ticket clicks. Find
<https://www.facebook.com/events/640659359748884/>

Other Social Media Platforms

Instagram

- Established presence with now 72 followers

Twitter

- 1) Gained access and now have 259 followers with 470 Tweet impressions and 31 profile visits

Hootsuite

- Established this account so during Convention can blast score results and 'human interest stories' real time to 3 platforms simultaneously - Facebook, Instagram, and Twitter.

YouTube

- 1) There is only one District property and Mike Isely and I with the help of Kevin McClelland gained access.
- 2) There is only one video on the site at this time.

Communications

- With Magic Blue Box - all requests are now going through their ticketing system TRELLO to track all requests and progress for each website change
- With all District members - using the district email:
Marketing@IllinoisDistrict.org will keep requests clear. Please no longer use my personal email box for District business.

Remaining objectives for future months include

- 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.
 - 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
-