



Marketing report for 2020-09 HOD

Here are a series of marketing updates for the HOD September 2020

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IL District has a LinkedIn page ! Go link your profile to it.

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

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

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April 25th refer to email sent to all District presidents, marketing, historian, and secretary officials.

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.
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May 2nd - refer to email sent to District Marketeers! Facebook post TIPS

Facebook Posts, EVENTS, and LIKES.

I urge you to find something - ANYTHING - to post on your chapter page at least WEEKLY. For EVERY post please tag the district page with @illinoisdistrict and select that pop-up within your post

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.

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Website 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 February after all chapter installations are completed, but in time for the Spring Convention.

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District Facebook page hosted a Watch Party for the announcement of the winners in the Legacy Quartet Competition. It has been recorded and will remain available on the District Facebook page.

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Chicago Metro is holding their annual quartet contest with a couple of twists this year. The District is helping - our Executive VP, Jeff Lathom, will emcee and we may host a simulcast (pending details and licensing). Due to social distancing requirements, METRO is hosting a video - submission contest to benefit Lurie Children's Hospital

October 3rd 3:30 PM. Information for contestants and ticket sales on the District Facebook EVENTS page.

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Website vendor contract renewal under review with the great support of Jim Waldorf.

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Here are some updated statistics on the District Facebook page. **We're only 54 LIKES away from our first 1k followers.**

Please LIKE and SHARE our Facebook page. If every chapter took a moment during the 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.

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Submitted by Joseph Gurreri, Illinois District Marketing & Publicity.

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Your events reached 772 people in the last 28 days.

**27****Event Responses**▼ **23** last 28 days**0****Tickets Sold**▲ **0** last 28 days

## UPCOMING EVENTS



**Virtual A  
Cappella Q...**  
Sat Oct 3, 3:30...

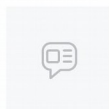
Reach **987**Responses **45****Posts** ?[SEE MORE](#)

11 posts published in the last 28 days.

## MOST ENGAGING POSTS



**Barbershop  
Harmony So...**  
August 24

Reach **183**Engagements **47**

**It's time to  
remember o...**  
July 19

Reach **235**Engagements **26****946****Total Page Likes**

Lifetime

▲ **1****New Page Likes**

Last 28 days

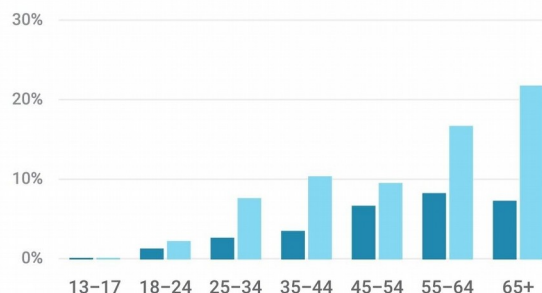


**Michaël Cadilhac, Steve Boblak and  
944 other people like your Page**

**Age and Gender**

People who like your Page are in these age and gender groups. These numbers are estimates.

**286 (30%) Women**    **653 (69%) Men**





### Top Locations

People who like your Page are in these locations. These numbers are estimates.

CITIES	COUNTRIES
Chicago, IL	47
Bloomington, IL	27
Springfield, IL	24
Peoria, IL	17
Sterling, IL	15
Schaumburg, IL	12
Rockford, IL	10
Nashville, TN	10
Normal, IL	9
Joliet, IL	8

### Top Locations

People who like your Page are in these locations. These numbers are estimates.

CITIES	COUNTRIES
United States of America	920
Canada	10
Australia	3
United Kingdom	3
Japan	2
Germany	1
United Arab Emirates	1
Mexico	1
China	1
Saudi Arabia	1



## People Also Like

People who like your Page also like these types of Pages.

- 1 Musician/Band**  
Ambassadors of Harmony,  
Crossroads Quartet
- 2 Performing Arts**  
After Hours, Instant Classic
- 3 Nonprofit Organization**  
Barbershop Harmony Society,  
The Association of Internation.
- 4 TV Show**  
The Tonight Show Starring  
Jimmy Fallon, The Sing Off
- 5 Musician**  
Vocal Majority, Theo Hicks  
Music