

**2023-03-25 Marketing Report****Illinois District of the Barbershop Harmony Society**

Submitted by

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Website Rewrite Project

SITUATION - the project status is still undefined from our vendor. I have requested a project plan and status meeting from our vendor and webmaster on several occasions - and now opened a ticket on Trello to record the request that way.

ACTION TOWARD RESOLUTION - This project has become incredibly difficult for a single volunteer to chase an unresponsive vendor, so I've formed a Marketing Committee - Website Rewrite Committee and requested support from Terry and Ben to identify a chairperson, to work with me to take on the role of Project Manager so we move this project along and hold our vendor accountable to timelines and commitments. Together we can get this project sized, timed, set approval checkpoints, and executed.

Website tactical issues

SITUATION - The "social media link" at the bottom of the page has been unreliable and periodically stops feeding Facebook posts. I post a ticket for a resynchronization several times a year. It's currently not synchronized and a fresh ticket has been submitted. This recurring problem is supposed to be fixed with the website rewrite.

ACTION TOWARD RESOLUTION - All the data that sits inside the website is not self-serve edit capable - this is part of the website rewrite and database project. Waiting for the project completion has led to very stale information on the detail pages of the website. In 2021 I audited all the pages with available 2020 data about chapters and quartets, and with board and committee members on awards and history. We did not do this recently because of the anticipated new website that will include a table structure to upload with a file from BHS Member Center to feed the database with one upload file to feed the table. Depending on the project plan timeline, we may need to do a series of tedious temporary edits to get the page up to date while waiting for the project to complete. This is to be determined.

Social Media

- Due to the inflexibility of our website design, Facebook has served as our primary vehicle for current information distribution for passive information. At the same time, Mail Chimp is used (and also managed by our webmaster vendor) for proactive email distributions. Turnaround time for urgent Mail Chimp requests has ranged from 2 to 5 days.
- I've added Doug as an administrator to the Facebook page during the Fall Convention and he's been a tremendous support adding his great photos and narratives. Ben has also been adding updated information and photos for events where I'm not present to do so.
- Tim has also done so for the HCM pages we co manage.
- For chapters and choruses - I continue to create and monitor and coach how to set Facebook EVENTS and how to use that free tool to the widest capability for chapters. Recent support includes Metro, West



Towns and New Tradition who have reached out. In the past, I've written and distributed pictorial tutorials with step by step instructions for use at the chapter and I coach District members who run their chapter pages. A recent example is how New Tradition Chorus page has an EVENT for their spring show on their own Facebook page with all information and ticket link, POSTed about it and it's also now showing on the District page. Now it also shows as a POST on the District timeline. These POSTs and EVENTS t shows on Follower's newsfeeds and pops up as suggested activities to consider by the Facebook algorithm - more frequently when folks LIKE and COMMENT and SHARE the posts and EVENTS. I can't stress enough how important it is for the board to LIKE, COMMENT, and SHARE these posts to show support, but as importantly, to help me boost the algorithm.

Upcoming Event Publicity

- Supported HCM and 3 chapters named above in publicizing the events on social media and the website.
- Website calendar events have open tickets to update and add the events for
 - Metro quartet contest
 - West Towns concert
 - New Tradition concert
- Website calendar already posted for next 2 conventions with preliminary information.
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