



## **2024 IL District Marketing Plans**

*Mission Statement – The Illinois District fosters a state of close harmony by bringing the joy and excitement of music to all people.*

*Vision Statement – To keep everyone singing throughout their lives.*

### **Website Project**

LAUNCH: The site is almost ready to move to the new platform (and design) built by Magic Blue Box. Dan Woodman sent a video showing me how the admin screens will work, to allow me to update the data-driven parts of the website. This will enable us to update the website more quickly than before. Dan has not given me a launch date, but this time I expect it will be soon. For real. Seriously.

#### **DISTRICT LEADER PHOTOS STILL NEEDED:**

(If you are not listed here, I already have your portrait photo).

On the new website, each role will be listed in one of two categories, governance or operations. Some people will be listed in multiple roles. This will make it easier to keep the data (and the site) up-to-date.

Portrait photo (head shot) requested from:

Doug Finkbiner  
Leif Wildman  
John Q Morris  
Carrie Marcotte  
Rich Hansen  
Earl Meseth  
Jim Waldorf

DATA DOWNLOADS: the data on the site will come from the current website, from the most recent Awards spreadsheet, and from a February 1 download from the BHS member center. If a chapter has not kept their data up-to-date in BHS, they will need to contact me. I will then be able to correct the incorrect information manually via the admin tools/screens set up by Magic Blue Box. Thus, when we launch the new website, I anticipate a period of intense updates.

#### **FASTER NEWS UPDATES:**

The admin tools will enable me to put news updates on the website much more quickly. We can write news updates and schedule them for future dates. We can also have news articles expire on a scheduled date. Once I gain access to the admin screens, and learn the ins & outs, our communication should improve greatly.

### **Social Media**



1. Highlighted all chapter shows I was aware of. Will continue to ask chapters to make IL District a co-host of Facebook events so we can promote them.
2. Heavily promoted Harmony College Midwest. Tim Beutel added me as an admin to that account.
3. Promoted our Senior Quartet champs, Sangamon Chord Company, leading up to and just after the competition at Midwinter.
4. Promoted some chapter officer installations by Ben Dirks.
5. Engaged more than in the past with many posts by chapters and quartets (likes, comments, sharing posts). This effort was aided by me spending time streamlining the accounts we follow such that the timeline we now see is leaner and more efficient (representing music groups almost exclusively)
6. Future:
  - a. Continue to engage with barbershop-related posts.
  - b. Explore getting more involved with Instagram & Tik Tok
  - c. Look into fixing the X account (it was apparently set up in 2012 by whoever was the marketing person & uses their email address. I can't log into that account).
  - d. Promote district chapters/quartets who compete at International.
  - e. Promote the Fall Convention (the dates will be added to the new site as soon as it launches)
  - f. Contact chapter marketing officers, find out who does their social media, and engage with them. Ask for them to record and send video clips to me so I can post interesting content (see below).
  - g. Contact quartets, asking for photos and their social media handles to add to the website.

### **Personal Development**

- Learn how to use MailChimp. Marc Leverett volunteered to send district emails. I want to learn how it works so I can serve as a backup + begin to assess whether I can pull off a district e-newsletter in the future.
- Learn from Joe Gurreri how he creates social media posts with videos. I am unskilled in this area, and would like to learn this. We could perhaps boost the district's presence on Instagram & Tik Tok, which are video-driven social networks.