

Communications Report

Tuesday, November 28, 2021

Attendees: Barbara Halpern, Jared Gluskin, Nancy Colman, Jennifer Breslow, Richard Vaughn, Travis Oliver

Casino Night

- Barbara recommends mailing postcards instead of invitations
- It was pointed out the postcards and posters should include being fully vaccinated.
- Michele to draft a letter to the board requesting their support in purchasing tickets.

75th Anniversary

- Barbara discussed a special project that requires contacting past presidents to see if they would like to give a testimony on their presidency. Barbara asked Travis to do this.
- Travis added that the planning stages for this will begin in January

Last CCRA This Week for the Year

- Travis reminded the communications committee that the last CCRA This Week, scheduled for 12/22 will be a Year-End Review. He will contact the committee chairs and get reports to put together.

Social Media Stats

- Barbara would like to report on the stats using social media. Jennifer will gather the stats and send them to Travis.
- Travis will gather the stats on the website, CCQ, and CCRA this week.

The next meeting is scheduled for Wednesday, December 15, where it will be a joint meeting with the Development Committee.

2020 CCRA social media report	Facebook	Instagram	Twitter
November	639	92	670
December	644	95	670

2021 CCRA social media report	Facebook	Instagram	Twitter
January	650	109	677
February	657	118	681
March	667	125	683
April	674	137	687
May	692	140	689
June	693	140	689
July	713	158	697
August	724	175	709
September	746	177	714
October	750	185	724
November	752	188	733

Open Rate Click thru

21-Nov	55%	15%
21-Oct	53%	14%
21-Sep	51%	15%
21-Aug	49%	11%
21-Jul	48%	10%
21-Jun	47%	10%
21-May	45%	9%
21-Apr	52%	12%
21-Mar	52%	12%
21-Feb	53%	12%
21-Jan	50%	20%
Dec-20	49%	11%
Nov-20	51%	18%
1 YR AVG	51%	18%

	Open Rate	Click Thru
Winter 2021	57%	17%
Fall 2021	51%	20%
Summer 2021	48%	21%
Spring 2021	53%	25%
1 YR Avg	52%	21%

Website visits

1-Nov-21	558
Oct-21	502
Sep-21	486
Aug-21	353
Jul-21	733
Jun-21	386
May-21	469
Apr-21	795
Mar-21	851
Feb-21	456
Jan-21	328
31-Dec	337
Nov-20	385
1 YR AVG	511