

Communications Report for Annual Meeting

The communications committee has been busy over the last year increasing visibility on the Associations social media platforms and working to raise awareness of the grants, activities and lake initiatives that it is involved in.

The community Facebook group has gained roughly 100 members since last August and has 341 active members. The biggest posts gaining the most interactions from our membership over the last year have involved information regarding the devastating flooding we endured this July, watershed activities/initiatives, and artists and activities in our community.

The Greensboro Association page has a 214% increase in interactions over the last year and has an increased visit rate as well.

These two facebook groups show the GA that social media continues to be one of the most effective tools to interact with its members and the greater Greensboro community at large.

The committee also put together a clear outline of the GA's communications tools and how each of the GA's committees could leverage them. Working with committee's to better publicize the work that directly impacts the GA's mission and vision is a goal moving forward.