

Communications Report - 2024 Annual Meeting

GA Facebook Page:

Followers: 663 (as of July 8th)

VT Towns represented in followers: Greensboro, Greensboro Bend, Hardwick, East Hardwick, Craftsbury, Morrisville, Burlington, Montpelier

70% women, 30% men — Mostly 35+ years old.

GA Group Page:

574 Members (grown by over 100 members in the last year), 493 of them are active in some way on the page (which is high overall)

Over 300 posts have been made in the last year to the group (it's very active)

The group page has become the most active place for the GA to engage with community and members. Its activity has increased by almost 200% in the last year, making it one of the most important places to share GA news to.

Social Media remains one of the strongest, most vital places for the community to engage with the GA and the work of the GA. In many cases, it is the first place people are going for information, which is a testament to the energy we've put into its growth in the last few years.

This last year we worked on creating clearer pathways for information as an organization - creating a communications pathway for both GA information and town information. This communications pathway plan creates a more predictable path for information to be shared and for consistency in how we deliver information to the public.

We also have written many press releases that have reached many Vermont newspaper publications highlighting the work of our lake preservation and grant and relief efforts. You may also have seen pieces published on our two annual events; Tour De Greensboro and The Caspian Challenge. Keeping and increasing the work of the Greensboro Association in the media has been priority for 2023-2024.