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OFCA Social Media Committee Report

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The following is a list of recent accomplishments and future goals for the use of social media to promote the programs and services provided by the OFCA.

- District newsletter sent to all members outlining our social media strategy has been completed.
- More activity on Facebook is needed. We need to encourage members to like the page as well as engage with the postings on a regular basis to grow the platform.
- Twitter is up and running but is extremely weak. Very few followers and little activity. We need to increase the number of people who have access to the account to grow this important social media platform.
- Instagram is up and running but having the same issues as Twitter. Very few followers and very little activity.
- You Tube channel has been implemented and short video clips have been produced over the last several months. They seem to have decent engagement however they have not fully caught on. We will need to continue to produce these clips and send them out across all platforms on a regular basis.

Goals:

- Increase users and engagement across all social media platforms.
- Encourage members to engage information that is posted. Example: retweet, like, share, comment, etc. this will greatly improve the reach of our social media sites.
- Increase the number of personnel who have access to these accounts. Recommendation: Assn. Presidents etc.
- We need to choose a few key articles from In Command magazine and convert them to an electronic format and send them out via social media. Hopefully, this will engage some non-members about the value of the magazine and the services provided by the Association.
- Use of social media such as Facebook Live during certain events and programs could be a way to engage nonmembers or non-active members.