

SOCIAL MEDIA REPORT

It was decided in the last OFCA Board of Directors meeting that the Social Media Committee would be eliminated and that the duties and responsibilities would be moved under the umbrella of the currently operating Marketing Committee.

When first organized, the OFCA didn't have much of a social media presence, however, we now share content on a regular basis and a schedule has been created and implemented by the OFCA office staff.

This following is breakdown of current OFCA Social Media platform data:

- **Facebook:** 2,548 Likes
- **Twitter:** 169 Followers
- **Instagram:** 158 Followers
- **You Tube:** 52 Subscribers & 21 videos posted

It is my recommendation to continue on the current path by regularly updating content and keeping the platforms "fresh." I am confident that we will continue to explore new ways to use social media for the benefit of the OFCA under our new home in the Marketing Committee.

Respectfully,

Joseph Kitchen, OFC