

Marketing Committee Summary  
July 2019

- The committee has had the opportunity to have two call since the last board meeting was held
- Projects:
  - Annual Report
    - These are available at the ORA if you would like copies. Starting in October we will begin to solicit updates for the 2019 annual report.
  - Brochure
    - The brochure is in its final stages. Map creation has caused a bit of a delay in final completion. Once the maps have been completed, the brochure will be sent out for final review.
  - Website
    - The marketing committee has begun the creation of a new website. This is being created through Wix. The committee will be working with each group to collect the necessary information needed for the website. Some of this will include:
      - Website or social media page
      - Contact information
      - Small description of your trail
      - Small description of your organization
      - Accurate mileage numbers
      - Pictures of your trail – with users and with volunteers
    - We are also looking at doing a board photo to include on the website, this may be in October or January.
    - Demonstration will be provided at the meeting.
  - Google For Nonprofits
    - We are looking to migrate our email to google for non-profit to simply update the system we are currently using and to add centralized document storage for committees – This is Free and no cost associated.
  - Tabling and Public Appearances
    - July 27<sup>th</sup> Kim will be tabling for the alliance at Bike and Brews in Oil City – please provide her with maps if you can.
  - Social Media Updates
    - Facebook
      - 148 new likes since January 2019
      - Average Post Reach 408
    - Instagram
      - 139 new follows
      - Dominate age group is 35 – 44 followed by 45 – 54, 51% Women and 49% Men
      - Pittsburgh Region is the top subscriber – let's make a push up north!
  - Newsletter
    - Next newsletter will be going in October – please provide any exciting updates and content