

Date: June 14, 2018

To: Minnesota Swimming Board of Directors

From: Michael Duncan, Webmaster/SM Specialist

RE: Webmaster/Social Media Specialist Report



Hello everyone,

Since the last Board of Directors meeting, Bob and I have met with Team Unify to discuss the implementation of new TU features and upcoming changes. I have also continued my work with updating meet info & results, board reports, news stories, and committee info, among other items.

In regards to the MN Swimming website, based on conversations with Bob and Team Unify, we have learned that an update of the TU web design is coming in the next few months. This update includes new features and a simpler, more customizable layout which we believe will greatly improve the way the website serves Minnesota Swimming. Because this update is coming soon, Bob and I have decided that it would be best to hold off on major reorganization efforts until the new updates go into effect. Once that happens, we can begin planning to improve the website.

Regarding Social Media, through increased utilization, our audience has grown again:

<b>Minnesota Swimming Inc.</b>	<b>Social Media Profile</b>	<b>Date: 6/14/18</b>
<i>Platform</i>	<i>Audience</i>	<i>Change since last report</i>
Facebook	872	(+22)
Twitter	799	(+9)
Instagram	368	(+11)

The "College Commitment" campaign was rolled out in late May and has seen 4 submissions so far. I am hoping to see more come through as word of the campaign spreads on social media. The posts connected to the campaign have proven to be very popular and have helped to grow our Facebook and Instagram audiences.

As for Twitter, I used the latest Tyr Pro Series meet in Santa Clara as an opportunity to try posting semi-live updates of the results coming from MN swimmers at the meet. The posts were popular, especially with parents, and helped to grow our audience on that platform as well. Since it was a successful trial, I plan to make a short list of "important" events to cover in the same fashion in the near future.

Overall, based on analytics provided by the platforms, it appears our social media numbers are trending strongly upwards, and I hope the coming months help to continue our growth. I look forward to continuing my work with MSI, and to serving the Minnesota Swimming community, both on and off the pool deck.

Respectfully Submitted,

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**Michael Duncan**

**Webmaster/Social Media Specialist | MN Swimming | (701) 367-8156**