

Date: May 10, 2018

To: Minnesota Swimming Board of Directors

From: Michael Duncan, Webmaster/SM Specialist

RE: Webmaster/Social Media Specialist Report



Hello everyone,

Since the House of Delegates, I have met with Bob to discuss website maintenance and social media strategies. 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, I am in the planning stages of a survey to be distributed to the community to gain insight on the effectiveness and general use of the website. This information can then be used to make changes deemed necessary to increase usefulness and decrease waste on the website.

Regarding Social Media, through general upkeep and usage, our audience has again grown on a small scale:

Minnesota Swimming Inc.	Social Media Profile	Date: 5/10/18
<i>Platform</i>	<i>Audience</i>	<i>Change since last report</i>
Facebook	850	(+3)
Twitter	790	(+1)
Instagram	357	(+7)

I have been working on what I am calling the “College Commitment” campaign, in which athletes headed to college (or their parents/coaches) can submit information regarding their commitment to continue swimming for their college team. From the submitted information, my plan is to craft social media posts to highlight their commitment to the sport. This will serve to highlight our older swimmers at all levels, rather than just at the top of the sport. It may also encourage younger swimmers to think more about what their future holds in the sport. The campaign is currently being reviewed, and my hope is to roll it out in the next few days.

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,

Michael Duncan

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