

Date: April 15, 2019

To: Minnesota Swimming House of Delegates

From: Michael Duncan, Webmaster/SM Specialist

RE: Webmaster/Social Media Specialist Report



Hello everyone,

It was a wonderful year working for the Minnesota Swimming LSC as the Webmaster & Social Media Specialist. In the 12 months that I've been in the position, the staff and I have worked diligently to enhance our online presence to better serve the LSC.

Regarding the MNSI website, we've spent much of the last year upgrading the website and working through the challenges that come with such a large task. We feel that we've been successful in creating a more engaging and organized vehicle for the important information provided through the website, and we are continuing to optimize the content and visuals of the site to meet the interests and needs of the LSC. Through Google Analytics, we have begun to collect data on how our website is used (included in the usage report), and will use this information to further enhance the site.

As for social media, my primary focus for the past year was to grow our audience on the Facebook, Twitter, and Instagram platforms while celebrating the accomplishments of our fantastic athletes, coaches, officials, and the rest of the LSC. Our audience experience substantial growth on a consistent basis:

Minnesota Swimming Inc.				Social Media Profile – Audience Numbers						Date: 4/15/19	
Platform	Baseline	Apr. '18 (HOD)	May '18	June '18	Sept. '18	Oct. '18	Nov. '18	Jan. '19	Feb. '19	Apr. '19 (Now)	Total Change
Facebook	836	847	850	872	958	970	1035	1156	1,177	1,251	(+415)
Twitter	789	789	790	799	833	841	842	849	854	887	(+98)
Instagram	341	350	357	368	438	442	449	494	518	603	(+262)

Additionally, we are already over halfway to our growth goal for the year (242/400), with 7.5 months to go. Through the College Commitment, Coach Service Recognition, and other developing campaigns, I hope to see our audience continue to grow and engage on our social media pages.

As always, I appreciate any feedback that will help us to better serve the LSC on our website and through social media. Thanks again for a great year!

Respectfully Submitted,

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Michael Duncan

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