

2022-2023 DIGITAL COMMUNICATION REPORT

Website Development & Management

- Day to day website management & maintenance
- Decommission the American Eagle Web Platform
- Build Out New NBC WP Platform
- Upload Web Content To The New WP Platform
- Onboard & Support Staff To The WP Platform
- Analytics & SEO (Search Engine Optimization) enhancement

Newsletters Management

- Content Generation & Delivery, (Newsletters/Press Releases)
- Periodic & Monthly Blast Emails, (membership & stakeholders).

Social Media Management

- Content generation, delivery & engagement
- Optimize social media presence & increase brand awareness
- Identify and secure digital tools graphic design tools to enhance social media presence, (Gipper, Bitly, Canva, Photoshop)

Digital Assets

- Monday – CRM Cloud based software
 - o Build out Monday CRM tool to promote project management and work flows.
- Zoom Platform - Video communication app for setting up virtual video & audio meetings.
 - o Staff meetings and presentations

Marketing & Advertising

- Utilize association assets to generate advertising revenue.
- Partner with strategic partners to promote association brand.
- Increase brand visibility & revenue through the “Specialty License” program

Content Creation

- Deploy member club engagement strategy through story telling & videography to highlight unique stories for each member club, (travel to respective member clubs to capture video content)
- Amplify program awareness & departmental programming through video filming of events, (directing video production)
- Conduct interviews & story telling to promote engagement & clubs participation