

## **Social Media Report to NRC June 2024**

### **Daniel Armstrong**

The online platform for the new website is now up and accessible (thanks to Richard and Colin), login details have been shared and the process of moving content over from the existing website can begin.

I have begun collecting images that can be used for the website and social media social media content, want to make sure to collect a wide range of images that accurately represents the diverse county we row in. Need to speak to some of the local event photographers and ask permission to use some of their images for specific sections such as race recaps or event publications.

Have increased the amount of content we have been putting out via Instagram and will create some specific media for the upcoming Junior and Senior Championships. Will continue in the same vein with upcoming events.

Upcoming events that we can publicise are Talkin Tarn Regatta, Tyne Regatta, Henley Masters and British Championships. I have made an excel to help me keep track of events. It was discussed last time but below is slightly more detailed breakdown of what we could use each platform for.

Instagram and Facebook to share Poster, Entries Open/Close, Draw at the times they are available.

Live results on X and Instagram and Results recaps on Instagram and Facebook.

Instagram and Facebook stories to share content from other clubs and our own promotional material, such as the Nat Schools good luck video.

Have been in contact with junior sections of clubs about them tagging us in content so it is easier for us to reshare it, will now contact all clubs and ask for them to tag us in anything they wish us to share and pass out our submission form.