



August 2024 IL District Marketing Report

Mission Statement – The Illinois District fosters a state of close harmony by bringing the joy and excitement of music to all people.

Vision Statement – To keep everyone singing throughout their lives.

Website Project

The new site launched without a hitch, other than me working with Dan Woodman to fix some things prior to and just after the launch. Big thank-you's to Rich Hansen (history) and Doug Ferrier (awards) for helping to proofread portions of the site.

NEXT DATA DOWNLOAD:

If possible, I'd like to have Mike Isely download a file with district quartet member and contact info from BHS in early late August or early September so I can update the website with the current/active quartets.

FASTER NEWS UPDATES:

The admin tools enable me to put news updates and calendar events on the website much more quickly. We can write news updates and schedule them for future dates. We can also have news articles expire on a scheduled date. This was very useful as we promoted that fall convention registration was open. The admin tool broke in late June and it took a while for Magic Blue Box to fix it. It's working again.

EASIER AWARD UPDATES:

Now that the award data feeds from a google sheet to the website, in the future when we have new award winners, we only need to add the new info to the google sheet. It will be faster and easier to keep the site up-to-date.

Social Media

Throughout the spring, I highlighted all chapter shows I was aware of. I continue to ask chapters to make IL District a co-host of Facebook events so we can promote them.

Engaged with many posts by chapters and quartets (likes, comments, sharing posts). I worked to highlight all chapter and quartet performances, guest nights, social events that I was aware of — especially fabulous performances at international by Sound of Illinois, Linc 182, Lake Shore Drive, After Hours.

Future (same list as last report, as I took some time off this summer for a vacation, lots of summer boating, and a trip to International contest)

Continue to engage with barbershop-related posts.

Explore getting more involved with Instagram & Tik Tok

Look into fixing the X account (it was apparently set up in 2012 by whoever was the marketing person & uses their email address. I can't log into that account).

Promote district chapters/quartets who compete at International.

Promote the Fall Convention (the dates will be added to the new site as soon as it launches)

Contact chapter marketing officers, find out who does their social media, and engage with them. Ask for them to record and send video clips to me so I can post interesting content (see below).

Personal Development

1. Learn how to use MailChimp. Marc Leverett volunteered to send district emails. I want to learn how it works so I can serve as a backup + begin to assess whether we can pull off a district e-newsletter in the future.
2. Learn from Joe Gurreri how he creates social media posts with videos. I am unskilled in this area, and would like to learn this. We could perhaps boost the district's presence on Instagram & Tik Tok, which are video-driven social networks. I downloaded Canva and I'm teaching myself how to use it to create stuff. More to come.