Annaelle Harris

So this year social media wise:

A fantastic growth in social media followers. This has been a focus getting the club visible on platform such as Instagram. Still small number of 230 but we started at 100 at end of last year so good expendential growth still. Clachnaben reel reached more than 1K followers with the beautiful drone footage from Graeme's son!

Facebook going steady, continued working hard on keeping the " algorithm" of social media going by posting same day/same time/same format/clean of clutter to keep the visits .

Been trying to support the race organisers with advertising side of social, creating some posters such as for the Krunce ect and helping getting it out there on the different club Facebook's ect.

Likewise for the club championship with trying to post this often, have all dates & time in one poster as discussed in committee meetings to try and get more members attending.

Socia media content to show what the club has been up to & celebrate achievements.

1. Reel videos of things such as Tallship, night run, Halloween run ect
2. Race advertisement and post race photos organisation
3. Posts to celebrate club members achievements
4. Posts to show club activity such as social runs, reps sessions ect
5. Linking with other clubs
6. Club challenges ect
7. Giving back to the community work- fundraiser AMRT with over 800 pounds raised ( can't remember exact number on top of my head), Tallship run
8. Weekly posts ( of late Anita as both weekly & social media stuff are pretty time consuming! ) Medal Monday
9. Weekly posts of rep sessions & Sunday social run ( for a while went organically with someone who attended post)
10. For a while did weekly what's coming up next week on all platform- this stopped when we didn't have many people attending club in the summer as it was not great having prospect runners contact me to ask to join the advertised session when it was very low numbers/ cancelled
11. Upcoming other events & races advertising with trying

Tried to get all social platform Facebook, Instagram and website connected together but once again that is a huge commitment for one person time wise & did not found being the same person for website and social media particularly needed/beneficial. Of late I found having the weekly from Anita then post those bits onto Instagram very easy & quick to do.