

Social Media & Project Coordinator
Report for Annual General Meeting: January 25, 2024
Reporting for Oct 1, 2022 – Sept 30, 2023

Social Media Growth:

	Sept 21, 2022	Sept 26, 2023	Reach:
Facebook	Likes & Follows: 1508	Likes & Follows: 1652 <i>(Up 144)</i>	Facebook reach averaging 4,000
Instagram	Followers: 312	Followers: 552 <i>(Up 240)</i>	Instagram reach: Averaging 500
Audience Info	Facebook: 85% Women 14% Men 70% of audience are ages 45-65+	Instagram: 75% Women 24% Men 58% of audience are ages 25-44	

Summary:

This is my first full fiscal year with SCCR. Our social media pages have seen continuous growth and increased activity. This year we have done a lot of awareness activities such as developing posters, social media posts, awareness presentations and continuous website updates. Overall everything is going very well and we are seeing increased awareness in the communities as to who we are and what we do, this is also helping increase our general donations.

Events/Programs/Posts:

- **Some of the Events that took place:**
 - Legends Car Club Events: Drive for Cancer, Show in the Park and raffle and Airport Drag Event
 - Become Yoga – LaDawn Insull held many yoga events in support of SCCR
 - Carman Curl for Cancer
 - Rise Athletics held a Sled Pull Fundraiser
 - SCCR Fashion Show – raising \$45,035
 - Carman Tim Horton’s – Smile Cookie Campaign – raising \$6,868
 - Barnswallow Quilters – held a 50/50 in support of SCCR at their Quilt Show
 - 26th Annual Pritchard Memorial Golf Tournament – Raised \$50,746!
 - Sunflower Festival Parade (Sponsored by ARK New Tech)
 - Ken Riediger Memorial Gold Tournament
 - Plum Coulee Fire Department – Fill the boot at the Plum Fest Parade

Thank you to everyone who supported SCCR through their donations and fundraising initiatives!

- **Some of our social media posts this past year included:**
 - Board member recruitment
 - Radon Awareness
 - Client and Volunteer testimonials
 - Advertising our Wellness programs: Beautiful You and Balance & Strength
 - Event Coverage
 - 2023 Fashion Show
 - SCCR Awareness
 - Cancer Support Groups for Women
 - Service area awareness: Which communities are we supporting

Looking forward to another great year with SCCR, increasing awareness of all of the wonderful support and programs available through this supportive organization.

Respectfully,

Erika Friesen
Social Media & Project Coordinator
South Central Cancer Resource