



3D ARCHERY ASSOCIATION OF AUSTRALIA

ABN 37 082 971 439

AFFILIATIONS: INTERNATIONAL
BOWHUNTING ORGANISATION ARCHERY
ALLIANCE OF AUSTRALIA

From the Office of:
The Secretary

email: secretary@3daaa.com

AGM 2020 - 2021 Annual Report Social Media – Elizabeth Randell

2022 Social Media Officer Report: Duties:

Advertising of Sanctioned & Special Shoots - Couple weeks out from the shoot

Important communications from the National Committee - Sponsorship Advertising - Certain levels of sponsors get the different amounts of advertising

Answering members questions and enquiries - if unable to answer ,contact appropriate Committee members.

Creating graphics for advertising This year has been a busy year with sharing information from the National Committee, shoot information from each host club and sponsorship obligations.

It has been a hard job to keep up with all the host clubs posting their shoot information either really early or really late but I have done my best to share information in a reasonable time.

This is why I have been making and posting the 'coming shoots' posts so clubs don't miss out on early advertising if they haven't go their shoot information up yet.

Some information posts have at times provoked some people into breaking the 3DAAA Social Media Policy. This moderation has been my least enjoyable part of my position.

We currently have a following of 1,350 people but we currently have a reach of 3,824 people who interact or have seen our posts.

Our 'Rule Of The Week' posts have had the most interaction over the year. This would be good to keep going as every year there is more changes and new rules. This shouldn't take away from members being encouraged to read all rules at the beginning and during the year.

Regards,

Elizabeth Randell
Social Media Officer
3DAAA

