**IASCOE Publicity Report**

**March 12, 2019**

The IASCOE Facebook page has seen great improvement since November. We currently have 309 likes on the page. We have reached 3,624 people and have had 1,616 engagements in the last 28 days. What do these fancy Facebook marketing terms mean to us? Reach means 3,624 people have seen some type of post from our page. 1,616 engagements is a combination of likes, reactions, comments, and number of times people have clicked a link on one of our posts.

To keep up these numbers we need to have consistent content throughout the year. I would like to thank Tammy Morrison for helping me publish updates and news articles timely to the Facebook page. On this note, I want to encourage everyone involved in our Association to send me content. This can be as simple as something going on in the county office such as an outreach event or retirement party to legislative updates from NASCOE. Please send content ideas to my email [awinter159@gmail.com](mailto:awinter159@gmail.com) .

The first Newsletter of the year is going to be published at the beginning of April. Travis Eisele and Miranda Belcher have graciously volunteered to help me, and work is well underway. If there is anyone that wants to be involved with the Newsletter, please let me know. Ideally, I would like to have representation from each district, to help obtain articles for future publications.

If you have any questions, would like to reach out to be involved, or share a story please do not hesitate to contact me!

Best,

Abby Winter

Publicity Chair

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