

DISTRICT 17 NATIONAL DIRECTORS REPORT **DECEMBER 2020**

MARKETING (CONTINUED)

Email Campaigns

As of November, 389 separate email campaigns targeting various member segments have been sent in 2020. Of these emails, 12 included surveys. Open rates of 50 percent and 17 percent click-through rates of ACBL emails continue to remain above industry averages.

Social Media

Instagram is a rapidly growing social network. The ACBL Instagram account has over 1,300 followers, a nine percent increase since July. Posts range from member-submitted photos to promotions of upcoming online events.

As of November, the ACBL Facebook page had 10,233 followers, a 5 percent increase since July. Recent additions include teacher features which consists of a bi-monthly post highlighting a bridge teacher.

As of November, the ACBL Twitter had more than 2,999 followers, a slight increase since July.

The ACBL produced Hamilton parody video reached 2,487 viewers on Facebook and the YouTube video had over 39,500 views.