

AUSTA SOCIAL MEDIA REPORT

October – November 2020

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Facebook pages refresh

Page tabs have all been edited so that visitors to any page will automatically see “About”, “Events” and “Groups” at the very top of the page (rather than photos, reviews etc) to ensure that page visitors easily see what is most important.

Events created & promoted in November

- Encore Events (Sorkin – ACT, Guenther - WA)
- Simone Slattery (AUSTA SA)

Due to the online nature of these events, they were promoted across all chapter pages in a staggered fashion to maximise national attendance.

Groups

All groups have been refreshed with updated membership questions and new settings that allow friends of other members to be automatically approved. AUSTA state committees are encouraged to invite friends and colleagues into the groups. The last chapter without a group is AUSTA QLD which can not be completed until I have admin access to the page (current access is only as an editor).

The groups:

1. Provide an avenue for people to self-promote gigs, workshops, webinars, jobs, teaching studios etc
2. Create opportunities for non-members to stay engaged with AUSTA events and the organisation in general, increasing the chance of eventual membership
3. Give us more opportunity to get more people to AUSTA events, as facebook algorithms often favour group posts rather than page posts.
4. Build community among strings players, and align with AUSTA’s values of networking and building relationships with other string groups

Giveaways & social media advertising

Winners selected, contacted and have been posted their Alpine Mutes from the Alpine Mute Co Giveaway.

Consultation provided for an updated advertising policy.

Collaborations

Collaborative posts to support and strengthen ties with other organisations include:

- AMEB
- ASPAH
- ESTA UK
- WAMTA
- Benedetti Foundation
- ANZ Viola Society
- WAYACHAMP
- Musica Viva
- UWA
- AYO
- ASME
- VMTA
- ISME
- ABODA
- Strings Without Boundaries
- Australian Romantic & Classical Orchestra
- MEAA
- National Association of Music Education (USA)
- WAYO
- Secretariat of the Commonwealth.