

Social media report.

The last year has seen the full integration to the new website away to the new clubspark version. This has made membership as well as court bookings a simpler process and has brought Ainslie in line with all the clubs in Canberra who use the clubspark website.

There has been more of an emphasis put on the facebook page this last year. The times the page had the most views/engagements was over the Christmas period particularly the day of our Christmas party with the finals of the NHC. Even updates on the tournament had a higher engagement. I believe that if we should try to host another tournament or a weekly social tournament on an evening (especially in the warmer months) and promote it through facebook would draw more eyes to the page.

I think our main goal with the facebook page over the next year should be to draw more eyes to it. Either with posts with more photos or a photo competition, or maybe another tournament and event day. Also if we decide to invest a little money to advertising through facebook, it can increase the chances of it being seen.