



## Marketing Chair Report 2024

Report from: Kendall Hoople, Chair

Reporting Period: January 1, 2023 – December, 2023

The Marketing activity in 2023 included blogging, social media posting (Facebook, Instagram), and event advertising. The shift in online platforms seems to be going away from the use of Facebook and blog posts to platforms such as Instagram and TikTok. With that being said, the AATA marketing committee has focused their energy on evolving our social media presence on Instagram this year, with TikTok being a possible addition in the future.

## Your Life in Full Motion website and blogging

- Your Life in Full Motion website analytics:
  - Calgary & Edmonton are the top locations for views
  - Social media driving the most traffic to the site
  - 6 blogs published in 2023
- Little participation from Members in contributing blog content. However, the marketing team shifted our focus from the blog to social media engagement during the 2023 year.

## Social Media

- Facebook
  - We have 591 followers which is a slight increase from our previous number of 545 followers in 2022.
  - There were 6,700 total engagements on the channel (paid and unpaid)
  - AT spotlights continue to be the most popular posts.
- Instagram
  - We grew from having 286 followers in 2022 to 425 followers in 2023. This is almost a 50% increase.
  - AT spotlights continue to be the most popular posts.
  - Starting in December 2023 we introduced a new style of templates for our posts which included a brighter and more modern style.
  - Engagement continues to be the highest in the Calgary and Edmonton areas, with very few followers outside of Alberta.

## MRU Alumni & Networking Event 2023

- The AATA partnered with the Mount Royal University Alumni Association to host the First Annual MRU Alumni and Networking Event on November 29<sup>th</sup>, 2023.
- This event not only brought over 110 AT students, MRU alumni, and AATA members together, but it was also a way to advertise and promote the AATA.
- The Instagram engagement from the event in the form of posts, tags, and shared stories was the highest engagement that the AATA had in 2023.