

Report of the Social Media Committee to the 28th IGRA Annual Convention

The committee met on November 9, 2012 with the following attendees: John Hill CGRA, Dwight Skeates CCGRA, Mike Fulk (Victoria Weston) TGRA, Curtiss Lewis NGRA, Weston Fisher NGRA, Edgar Garcia AGRA, Drew Davidson ARGRA, Nick Ball IAGRA, Brian Lindley GSGRA, Mark Scammell SCCGRA, Kole Hillman FGRA, AJ Vawter NSGRA, Troy Lane NSGRA, Michael Brookshire MIGRA, Laura Scott NGRA (Co-chair), and Peter Calabrese CCGRA (Co-chair).

Laura Scott and I have worked on this for over two years now with some very good results. We launched our first Facebook page in October 2010 and have added group pages for IGRA University and World Gay Rodeo Finals. At present, we have almost 4,200 followers. We introduced a class at IGRA University 2011 in St. Louis and it had the highest attendance that year.

We would like to extend many thanks to Kole Hillman (FGRA) who has joined us with her vast knowledge and professional experience in social media. Kole is guiding us to the next level with our social media presence.

As Facebook continues to grow and change, we have changed from the current group and personal profile page and have moved to an association timeline that better fits our needs and the terms of service of Facebook for an organization. The new page was launched yesterday and can be found under "IGRA International Gay Rodeo Association." Please look us up and "Like" our new page. As we continue to grow with this, we are branching out into other forms of social media including Twitter and YouTube. When searching for us, always look for the official IGRA logo.

As we progress, we are offering a new class at IGRA University 2013 for social media and how to set up, manage, and effectively use it for your association. So please sign up. With our new expansions, we are working to develop more ways to promote IGRA, the rodeo community, University, Royalty, World Gay Rodeo Finals, and more.

We would like to thank everyone who attended the committee meeting this year and welcome those that have joined our committee. We continue to be available to all associations and their members that need guidance or assistance in developing and promoting their social media programs. Find us on Facebook or e-mail us at askIGRA@igra.com.

Respectfully submitted,
Peter Calabrese, Co-chair
Social Media Committee