

## **Report of the Social Media Committee to the 29<sup>th</sup> IGRA Annual Convention**

The Social Media Committee met on Friday, November 15, 2013 from 3:30 to 4:30 pm. A total of 14 members with 8 voting members were present. A list of these is attached to this report. I want to thank the members of the committee for their input and help to complete the business of the committee.

Kole Hillman, the chair, reported on the status of the Social Media program for 2013 and our plans for the 2014 committee. In 2013, we changed the “friend” IGRA page to a business fan page over a three-month transition to make sure we were able to transfer our fan base over to the new page: [www.facebook.com/IGRARodeo](http://www.facebook.com/IGRARodeo). The chair shared that all 2013 IGRA rodeos as well as IGRA University and IGRA World Gay Finals were represented via social media this year. We added a Twitter account, [www.twitter.com/IGRARodeo](http://www.twitter.com/IGRARodeo) as well as a YouTube account <http://www.youtube.com/user/IGRARodeo>.

We discussed different methods as well as adding staff to the IGRA social media team to help cover the events more thoroughly. John Hill from CGRA agreed to assist the chair on a co-director level and several attendees showed interest in becoming part of the expanded team.

We also discussed getting with the PR Chairperson to craft a policy that can be distributed to local associations to help guide them in their social media endeavors to help ensure professionalism for their represented association.

The committee had no proposals to present to the convention.

Kole Hillman, Chair  
Social Media Committee