

Social Media Chair Report
2018-2019

MSMTA now has active social media accounts on Twitter, Instagram, and Facebook. Carla Bell and Linda Holden are additional admins on Facebook with the ability to create and share content. Our social media accounts are primarily used to share event photos, encourage membership, promote certification, remind members of upcoming deadlines, and share news from the national association. If local associations have photos of local events, we would be happy to share them on our MSMTA account! Please email pictures to msmta6@gmail.com or tag MSTMA in your association's own social media posts.

MSMTA's non-profit Canva account has made graphic creation much easier, as has national's commitment to posting content more regularly across all platforms. MSMTA's social media accounts have the potential to blossom even further with event promotion and membership marketing. These are powerful tools, and now that the website transition is complete, I am looking forward to where our online presence can take us!

Respectfully submitted,

Jessica Olson

Social Media Chair