



Zeta Phi Beta Sorority, Inc. – Xi Zeta Zeta Chapter

Social Media & Marketing Report

4/21/18

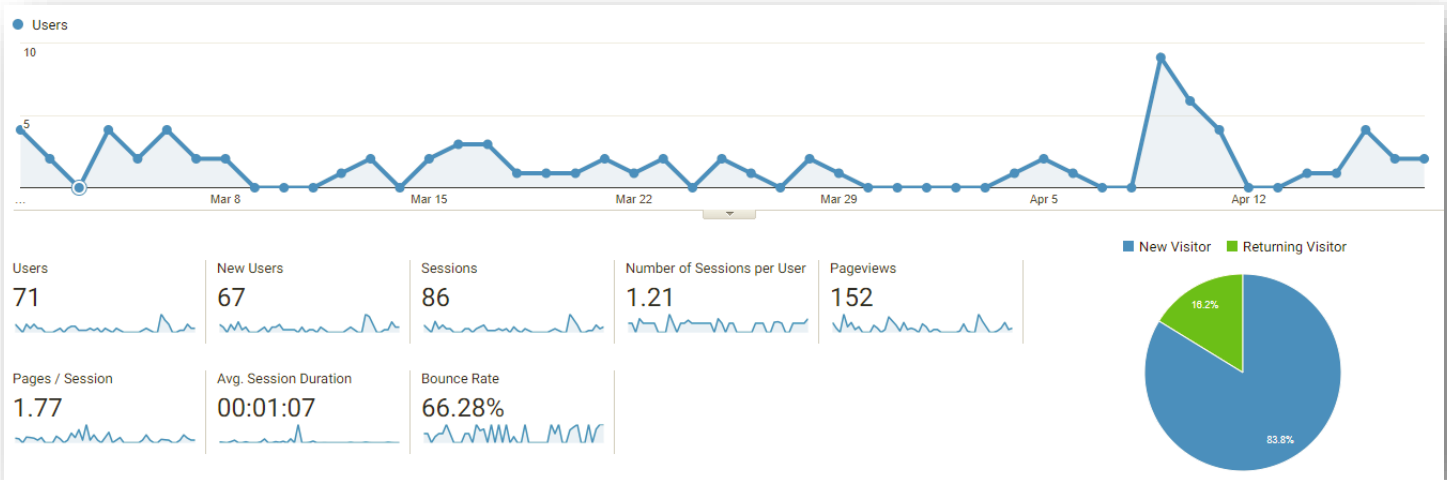
Committee Members: Jessica Minter & Renee Rodgers

MEMBERS ONLY SECTION:

- “Check it out...password is **19xzz88**. There you’ll find:
 - Meeting Reports
 - Directory
 - Forms
 - Dove Notes
 - Marketing Materials

GOOGLE ANALYTICS

- Started tracking **web traffic** on January 12th. Date range below is **Mar 1, 2018-Apr 18, 2018**. Most visitors come from organic search and directly going to the site.



MARKETING UPDATES

- Hope page currently promoting March for Babies and our interview with KBLX.

FACEBOOK UPDATE



800 LIKES CHALLENGE:

We currently have **754 likes (4 new likes this week)**, goal is to get to **800**. If you haven't invited people to like our page this sorority year, please go through your list and re-invite (especially our blue and white family)

HAVE FEEDBACK?

Please share! I can be emailed directly at jessicadbest@gmail.com.

Respectfully Submitted,

Soror Jessica Minter