



Zeta Phi Beta Sorority, Inc. – Xi Zeta Zeta Chapter Social Media & Marketing Report 6/15/18

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

FACEBOOK UPDATE:



800 LIKES CHALLENGE:

We currently have **768 likes (10 new likes in the last 28 days)**, 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).

Top performing posts:

- **Come Meet Our New Members (205 reached / 33 engagements)**
- **Congratulations to Our New Members (153 reached / 76 engagements)**

FORWARD THINKING:

- E-mail database
- New website (WordPress)
- New FB Admin

HAVE FEEDBACK?

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

Respectfully Submitted,

Soror Jessica Minter