

2025 SOCIAL MEDIA ANNUAL REPORT

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This is a new position created this season. Over the course of the last year, with disciplined, on-brand messaging, the NGC Instagram feed has surpassed 3k followers and 41k views. This is 1000 new followers in one year.

A rubric should be discussed and adopted addressing targeted weekly posts that tell a story and convey the NGC's mission and impact.

Over the last 2 years, I have been working to restore the NGC's lost access to Facebook and to remove all the unofficial "NGC" Facebook pages. This could not have been done without the help of Diane Dietle, Nancy Serafini, Heidi Drew, and Marianna Brewster. We are now ready to launch a new NGC public facing Facebook page to reach a larger audience.

Facebook and Instagram will be linked and will be available on the NGC website.

It is critical that in the future, access to these social media platforms not be lost again. The passwords should be always maintained by the President as well as by the Social Media Chair. In addition, the NGC should adopt a Social Media Policy in accordance with GCA guidelines.