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Good evening and thank you, my name is Acacia Brewer. I am a founding member of the social media committee and also a member of the world championship and national events committee. Tonight, I am reporting on behalf of the social media committee. I'll make this as quick as possible, I just have a few things to report on.

Currently, we have a Facebook page with over 12k followers as well as an Instagram. In the new year, I plan to focus on building the instagrams audience and visibility.

I have 2 new projects I would like to launch in the new year. I would also like to bring back the FMBB team interviews. Unfortunately I was just too swamped to do them year. And AWMA nationals competitor interviews. The first new project I'd like to start is trial announcements. This goes hand in hand with the proposal we just passed here tonight. I have done a handful of these in years past if clubs send them to me and request it but going forward I would like to post about every AWMA trial. This will help generate exposure as well as entries which is good for everybody. I think we can easily do this if I am sent trials as they get approved throughout the year.

The next project is one I tested at the 2022 AWMA national in Florida. I created a few reels on instagram from the event and the response was very positive. I would like to propose that at all future national events or regional training days, we hire someone to create content for us to use through the year. In todays day and age social media rules and currently, reel type videos are one of the best marketing tools available, producing positive marketing trends. This is a great way to gain popularity, volunteers, future competitors, and educate people about our great sport. The budget for this would vary but I think it could be accomplished for under \$1,000.

Thank you again and have a great night.