

Marketing Report for 5/19/23 SPMS Meeting

The SPMS Marketing and Club Development Committee is continuing to work on greater use of social media on Instagram, Twitter, and Facebook as well as promoting Masters Swimming by word of mouth to friends. Email Instagram posts to our SPMS Digital Ambassador Ralph Porrazzo at RPORRAZZO@ROSEBOWLAQUATICS.ORG

Our new digital banners are still a work in progress but attached are the current drafts by Lucila Davies.

Our committee welcomes your ideas and participation.

We encourage each club to appoint a social media ambassador for club digital marketing as well as a Club Representative to attend our monthly SPMS Committee Meetings: [To submit who you're club rep or social media ambassador, click here](#)

If you want marketing materials, please request them by emailing Anita at address below.

We would like to help you grow your membership.

Thank you for your continued support.

SPMS Marketing and Club Development Committee
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