

## YALSA Board of Directors

### 2023 Annual Meeting

June 9, 2023

**Topic: Communications**

**Update Action: None**

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#### MARKETING/ADVERTISING

As of May 22<sup>nd</sup>, Facebook has 16,864 followers, with 1,137 new followers since 2022

As of May 22<sup>nd</sup>, Twitter has 49,500 followers, down 461 followers since 2022

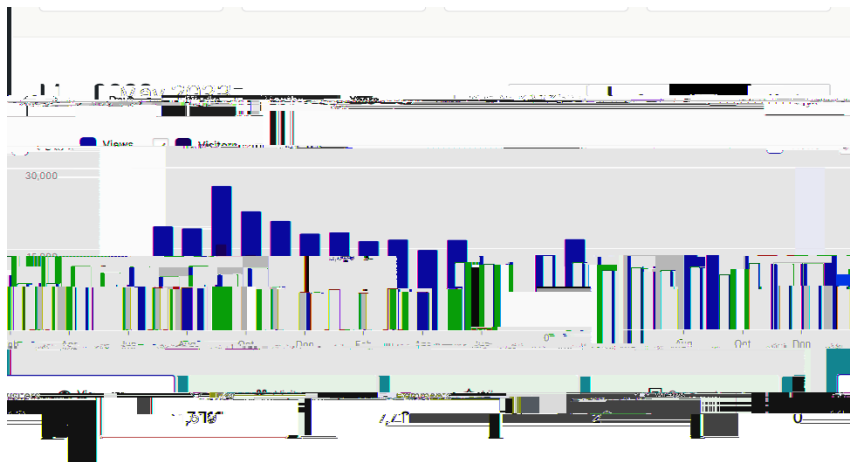
MasterClass Campaign: Of the 4300 memberships available, 2000 subscriptions were sent to current members, lapsed members who renewed, and new members. Of those, 718 redeemed the promo.

#### E-NEWS/E-BLASTS

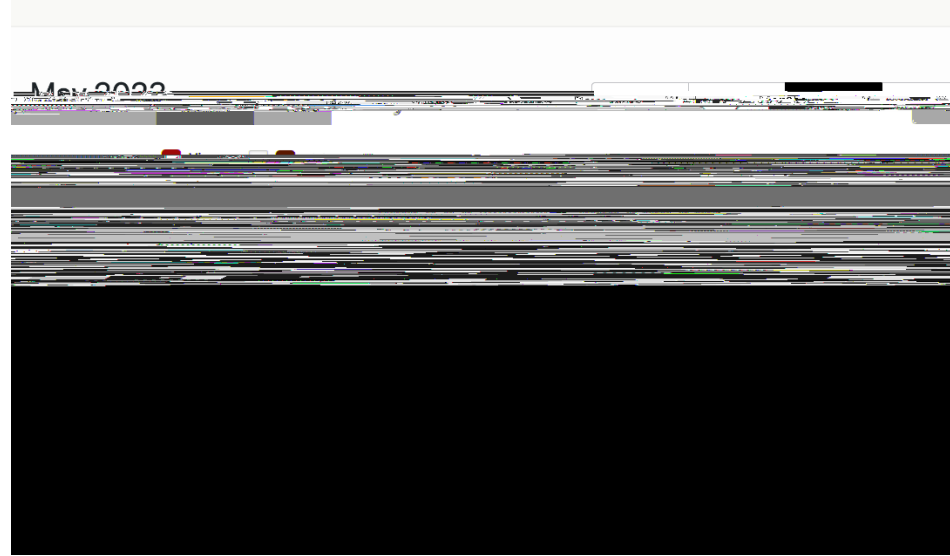
The average open rate so far is 49.70%, up 11% from 2022

Average click rate of 5%, down .08% from 2022

#### YALSA HUB



## **YALSA BLOG**



## **PUBLIC RELATIONS**

**As of May 22nd, 2023, YALSA has issued 11 press releases on topics such as YALSA book awards and lists, partnerships, YALSA election results, and more.**

**Last updated 5/22/23**