

Editor's Report AGM 2019.

MasterScrawl Blog

Publications – approximately 1 per month.

Subscribers - there are currently 481 which is an increase of 40 from the previous period.

Total visits: 40047 visits for the period 1 April 2018 – 31 October 2019 which is an increase of 9634 visits, averaging approximately 2224.84 visits per month/

Popular posts: News Articles, Upcoming Events

Article Contributions: contributions from members have improved but soliciting these are still problematic and time consuming.

Facebook

Posts per week: approximately 1 per week which is a lower average compared with the previous period.

Likes: as at: 31/10/2019 there are 1040 likes which is an increase of 130 since April 2018.

Reach: total reach for this period is 30079 which, is an increase of 16795 compared with the previous period.

Objective for 2019 – to focus on increasing the reach by publishing more posts per week and to encourage all NZMS members via other publications e.g. club and NZMS newsletters, website and blog to join the NZMS page.

Give Aways

2 X \$50 and 1 X \$100 Swim T3 vouchers have been given away.

3 X Boost Coaching Swim Lessons to the combined value of \$270

1 X Swim Coat from Swimshop.com to the value of \$169