



AIR FORCE SERGEANTS ASSOCIATION WRITTEN REPORT

<input type="checkbox"/> INTERNATIONAL	<input checked="" type="checkbox"/> DIVISION	<input type="checkbox"/> CHAPTER
Initiating Activity Name and Title: Michelle R. Chabot, Div 6 Trustee #1		Date: 5 March 2024
Report Type: <input type="checkbox"/> Committee <input checked="" type="checkbox"/> Trustee Communications		Meeting to be Presented: <input type="checkbox"/> March <input type="checkbox"/> August <input checked="" type="checkbox"/> Other <u>Div Pac</u>
PART I – COMMITTEE MEMBERS/DIVISIONS REPRESENTED (if applicable)		
Name and Position		Name and Position
Division 6 Communications Chair		
Social Media Chair		
Webmaster		
Family Matters		
PART II – REPORT		
<p>- Conducted communication training to chapters on a one-on-one basis as requested. Walked Communication trustees from four chapters on how to build their chapter webpage.</p> <p>- Created Division communications providing training, information, and reports to Division by writing social media posts and seeking inputs from other Division members. Maintained and updated Division 6 website and social media accounts with updates keeping the AFSA community informed.</p> <p>- Active engagement resulted in Facebook reach of over 2.1k site visits and a total of 16.1k page reach, with a reach to an average over 200 people for each post with highest reaching over 1k, increased facebook likes by 23% resulting in 100 followers, now at 1.3k; increased Instagram followers by 30%.</p> <p>- Maintains website, Facebook, Twitter, Instagram, Snapchat, and YouTube presence to fill with additional Division communications. Developed and simplified platform for chapters to have website space on Div 6 page, \$25 a year.</p> <p>- Posted legislative updates as well as other Division 6 business regularly via social media platforms in conjunction with other Division 6 executive council members.</p> <p>- Served on international Family Matters committee, coordinated with local chapter Family Matters trustees providing support, ideas, and relaying information appropriately.</p>		
This report was presented to the membership/executive council/committee at a meeting held on the date indicated below:		
Meeting Date	Submitter's Typed Name	Submitter's Signature
5 March 2024	Michelle R. Chabot	//signed//