



CRONULLA TRIATHLON CLUB
PO BOX 645
CRONULLA, NSW 2230
ABN 24853393868)
WWW.CRONULLATRICLUB.COM.AU

2023/24 Social Media AGM Report

Prepared by: Nicole Jankowski

As the Social Media Coordinator, my role consisted of promoting the Cronulla Triathlon Club (CTC) and its events through Meta Business Suite across several platforms:

- CTC Facebook Member page
- CTC Facebook page
- CTC Instagram page
- CTC Junior Facebook page

Events and information pertaining to CTC Club members and activities were promoted via these platforms, with the capability to schedule posts up to a month in advance.

Events/Activities promoted this year include:

- CTC weekly training opportunities
- CTC Club time trials and triathlons
- Richie Walker Aquathon
- Christmas Lights Run
- New South Wales Triathlon Events/Announcements
- Sponsors (once per week)
- Clothing Store
- Club Champs
- Individual personal achievements

Performance per social media platform:

Instagram:

- Followers as of June 8, 2024: 736
- Improved interaction compared to previous periods (increased reach and content interactions)

Facebook:

- Followers as of June 8, 2024: 1,900
- Decreased reach compared to previous periods, increased link clicks during the 2024 period.

Future considerations:

- Facebook account names and member names do not match, which can make it difficult to track current club members.

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