

# November 11th Meeting Minutes

10:35- Tracy Johnson, Bernie Bajak, Matt Udelhoven, Jared Erickson, Bob Whitt, Carlos Morales, Sally, Lorena Nunez, Kathe Pava, Gil Feliciano.

10:55- Tracy Johnson introducing Carlos Morales to talk about “Empower you to amplify you message on social media.” Carlos starts off by sharing social media stats. In 2020 79% of Americans have a social media account compared to 2008 when only 10% did. Social media usage by age varies. 88% of 18-29 year old’s use social media. 78% of ages 30-49 use it. 64% of 50-65 use it, and 37% of 65+ use it. Carlos goes on to share the percentage of each social site used. The top social media programs used are Facebook, Youtube, Instagram, Linkedin, Twitter, Snapchat, TikTok, and Whatsapp. Message amplification, social distribution, and social amplification is very important. The things to look at to see how much traffic a post received can be checked by how many people were reached, how many interacted, how many post clicks, and link clicks. Carlos shares posts that the coalition has created, and we go through what was done well and what can be improved to increase engagement. Increasing engagement can be done by sharing content that will make the audience smile, improve their lives, and inspire. Use insights to know what the audience likes and does not like. Keep posts short and simple to keep the audience’s engagement. Increasing engagement can be done by quality of posts and not just the quantity. Reply to followers’ comments and questions on posts.

11:20- Carlos gives a few minutes for any questions during the presentation.

11:35- Executive Committee Report. Jack talks about how we are on year six without officially being funded by the CDC because things are delayed in part due to the corona virus. We are in a position that we need to spend some money. We need ways into buy in for the action plan.

11:40- Jared gave his STOP act report. The focus is to increasing buy in into social media. Having more engagement and responses into the posts created and having more people know who we are so we can continue to make change in the community. Gil talks about how the STOP act is no longer part of our funding which is causing some change.

11:50- Gil’s DFC report. Health resource fair November 21<sup>st</sup>. it is the “Councilman Corey Dixon Drive-Thru Health and Resource Fair.” Gil goes onto share a quick slideshow on our tying of the red ribbons at the downtown Elgin bridges. We had 23 volunteers. Coalition Involvement Agreements are still needed to be turned in by members. We need two members for the Elgin Hispanic network. We also need a school sector member for the coalition.

12:00- Approval of minutes and consent agenda.

12:05- Jack has the “Christmas Store” December 5<sup>th</sup>. You can donate to the church or help in other ways.

*Submitted by: Jared Erickson*