

## TBC Social Media Report Oct 31 2021

Two social media accounts have been set up for TBC, with the goal of extending outreach to new potential members, building the community, and reaching more diverse and younger audiences.

### TBC MEET UP Group

- The group currently has 93 members some of who do attend or have attended Sunday morning TBC meditation sessions. The mean age is 25-40 and the demographic is very diverse.
- Nithya has been posting weekly (until recently) invitations to our Sunday sessions and links to talks from the week before.

### TBC FACEBOOK Group.

- The group currently has 98 friends/Likes
- Frances-Anne

### CONCLUSION:

The social media groups are useful. With very little active work there has been quite a lot of uptake.

### Recommendation:

Assign 2 volunteers (one per platform ie one for facebook and 1 for meet up) to post weekly on an ongoing basis..

They will send out:

- Invitations to weekly meetings on Wednesdays and Sundays and notices re DOM's and other events
- links to our Sunday talks.
- They can also repost the beautiful content that is sent out by Eleanor weekly that references 3rd party events of interest to our community.

At a later time it could be useful to set up Twitter, LinkedIn, and Instagram accounts for TBC but I don't think those are necessary right now.