

YALSA Board of Directors

2023 Annual Meeting

June 9, 2023

Topic: Communications

Update Action: None

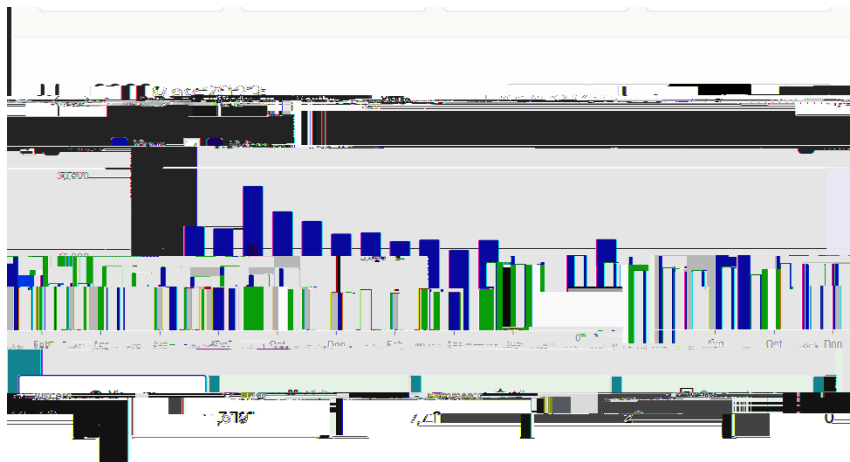
MARKETING/ADVERTISING

- As of May 22nd, Facebook has 16,864 followers, with 1,137 new followers since 2022
- As of May 22nd, Twitter has 49,500 followers, down 461 followers since 2022
- MasterClass Campaign: Of the 4300 memberships available, 2000 subscriptions were sent to current members, lapsed members who renewed, and new members. Of those, 718 redeemed the promo.

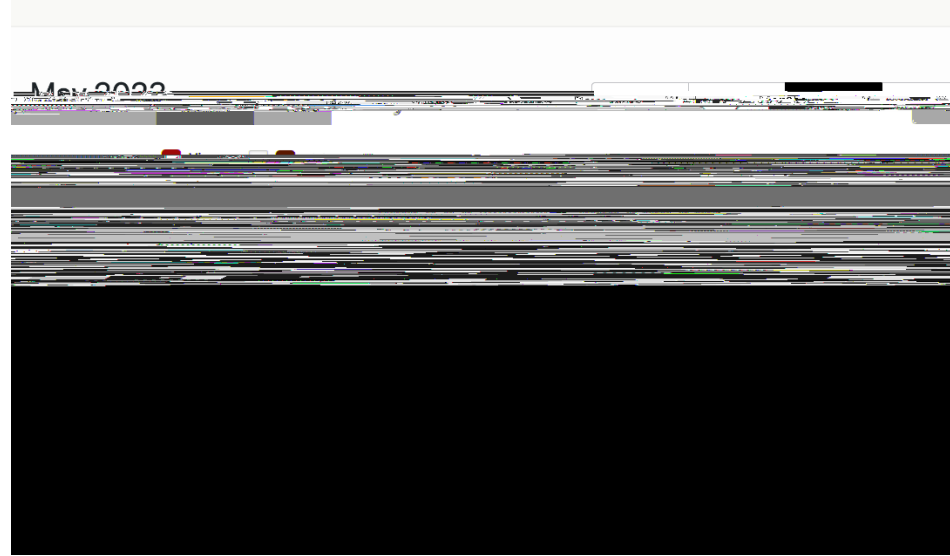
E-NEWS/E-BLASTS

- The average open rate so far is 49.70%, up 11% from 2022
- Average click rate of 5%, down .08% from 2022

YALSA HUB



YALSA BLOG



PUBLIC RELATIONS

- **As of May 22nd, 2023, YALSA has issued 11 press releases on topics such as YALSA book awards and lists, partnerships, YALSA election results, and more.**

Last updated 5/22/23