



Information Officer's Report

7th March 2018 (2019) Annual Meeting

Meg Feeney

1. Adelaide University Scuba Diving Club

Facebook

The Facebook group of AUSC continued to be the main source of communication as planned, and currently has 1,300 members. The Facebook page has 88 likes and 91 followers, and there were several messages to the Facebook page enquiring about the club throughout the year.

Instagram

The Adelaide University Scuba Diving page Instagram has approximately 136 followers on Instagram. There has been little engagement (messaging) on Instagram from prospective members, however, it has still been a worthwhile and easy marketing tool. During the National tournament we did a "take over" on the Adelaide University page which has 25,000 followers, so this was a great opportunity to promote AUSC, and specifically its sport underwater rugby at the National tournament.

Blog

Several blog posts were published in 2018, 4 promoting underwater rugby and 2 general announcements.

2. Adelaide White Pointers

Facebook

Throughout 2018 the Adelaide White Pointers Facebook page generated 229 likes, and 234 followers. We were able to generate some interest online with several players contacting us via our Facebook page. In addition to this, in 2018 we decided to close the Facebook group and make it only available to active members to promote more initiate and discussion in a more private group about weekly trainings, not relevant to the public or prospective members.

Instagram

The Adelaide White Pointers Instagram page has 379 followers gained in 2018.