

CBTF MARKETING AND COMMUNICATIONS COMMITTEE

2022 – 2023 ANNUAL REPORT

2023 CBTF ANNUAL GENERAL MEETING

After the 2022 Fall Board meeting, two additional members joined the committee. The committee members are as follows:

- Joanne Moser
- Karen Gratton
- Dana Peteleski
- Shawna Spencer
- Edie Parisian
- Tracy Eyssens
- Theresa Porter

Edie Parisian stepped forward to chair the committee. Regular recurring monthly meetings are scheduled. We will focus our activities to align with the Terms of Reference set out by CBTF for this committee.

These are the activities we have been working on through this past season:

Website – through consultations and committee brainstorming, a “wish list” was developed for additions to our current website to include a more outward facing public site that is accessible from all device types and would allow for promotion of the sport, among other things.

A draft request for proposals and budget to develop a new website has been prepared for board approval. This work is ongoing.

Social Media Calendar – this is our current means of communication with membership and social media followers. A calendar has been developed to include some best practices for social media posting. The content includes:

- Monthly themes and story of one (volunteer week, Mother’s Day, Father’s Day, Coaches Appreciation Week)
- News updates (Canadians Brochure, Qualifier updates, CBTF events)
- Curated Content (forwarding and reposting existing content from Provinces, WBTF, IBTF)
- Recognized Days (World Baton Twirling Day)
- Helpful tips (Tricks, nutrition, etc - this a work in progress – need content or video clips)

Marketing Strategy/Workplan – currently working to develop a strategy and associated activities in a workplan that will align to the committee’s Terms of Reference. This will help us to focus our activities. This work is ongoing.