

TUNZ AGM Social Media Report.

This past year and a half has been the beginning for TUNZ' social media presence. After the 2018 Instructors Camp Nicoli and myself created a Facebook page for TUNZ and a private group for TUNZ instructors.

The page has been doing reasonably well and is a great tool for sharing news. Some issues have been:

- Lack of things to post- a successful social media page tends to post regularly to keep people interested and to attract others.
- Difficulty with freedom of posting- in order to post anything ourselves we must pass everything through someone. This leads to delays and less posts going up.
- Lack of contribution- in order to have a fresh well rounded page we need people to be contributing news/events etc for us to share.

Overall there have been no major problems with the page, however it is a tool that could be utilised better to yield better results.

Our instructors group is another tool that is sorely underutilised. At the 2019 instructors camp there were many comments made about lack of connection between clubs and how it is difficult to share resources etc. This issue is exactly why the Instructors Group was created, the group has been used occasionally by some and the resources shared have been very interesting. However it could be such an amazing opportunity for instructors to connect and share knowledge if more of them actually got involved.

Some ideas for both pages-

- People contributing events, news etc to the TUNZ page in order to create more posts.
- More photos being taken/made available for us to use.
- Instructors page ideas- cool warm up ideas, queries, training ideas/plans, videos, events, resources physical or otherwise, discussion topics, gradings, club news.

I am more than happy to hear any ideas as to how people think we could make this page any better.

Overall the use of social media for TUNZ has gone smoothly, there have been no major incidents or issues however there is still work to do in making it as good as it can be.

Regards,
Alex Dinniss.

