**Social Media Communication**

**Annual Report to CTC-Nicole Jankowski**

**15/6/2025**

**Promotion of CTC Club Events via MetaSuite**

* Cronulla Facebook Member page
* Cronulla Facebook Community page
* Cronulla Instragram page
* Cronulla Junior Facebook page

Events, notices, and activities are promoted through this site with the ability to schedule posts a month in advance. Will Buekes has been given access to Jr.'s Facebook page, and Matt Garvey has been given access to Instagram to increase the social media content in this space.

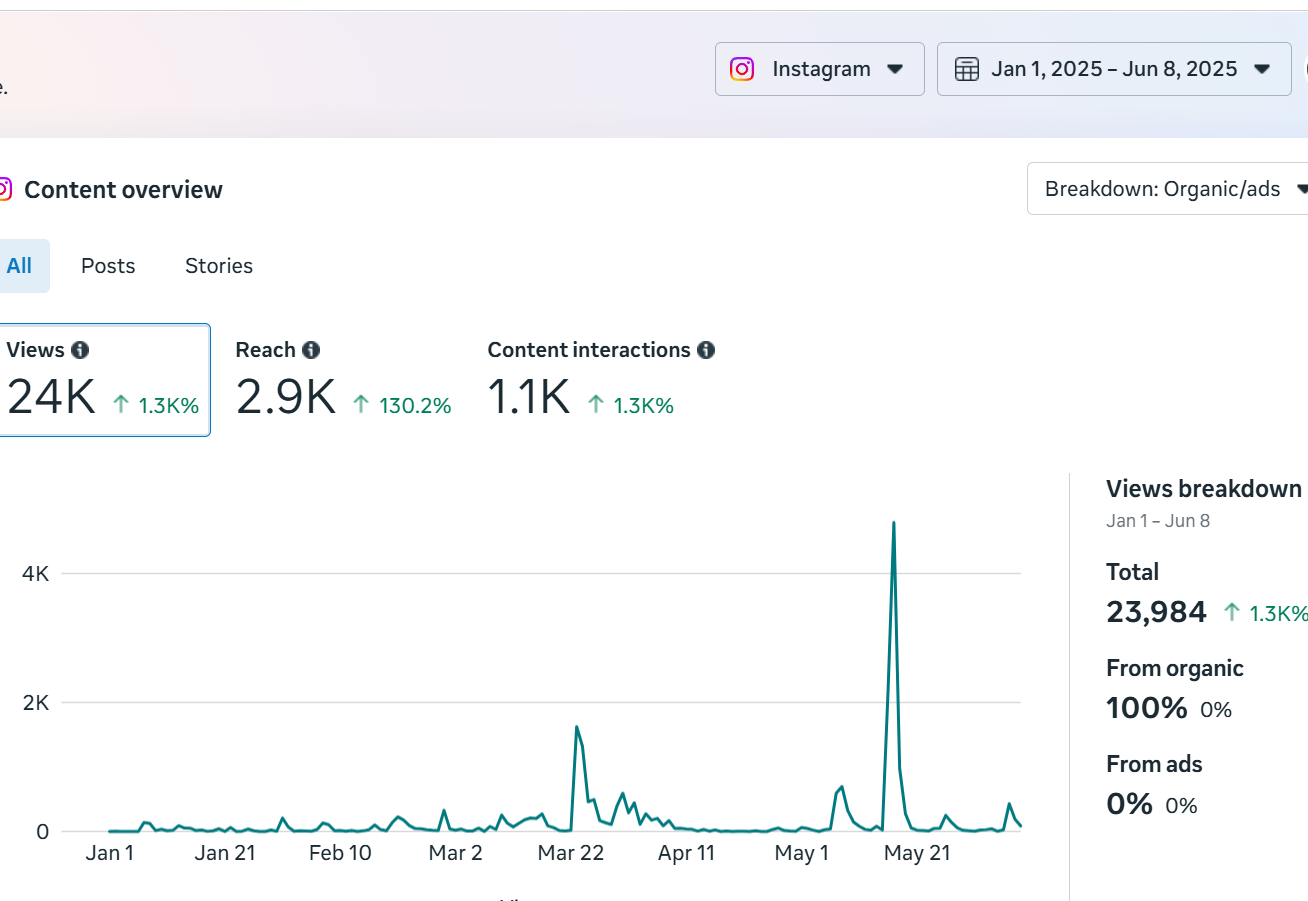
**Sponsors**

* In previous years, we promoted the month's sponsor and shared sponsor information each week. This year, we continued with this idea; however, it could have been implemented consistently.

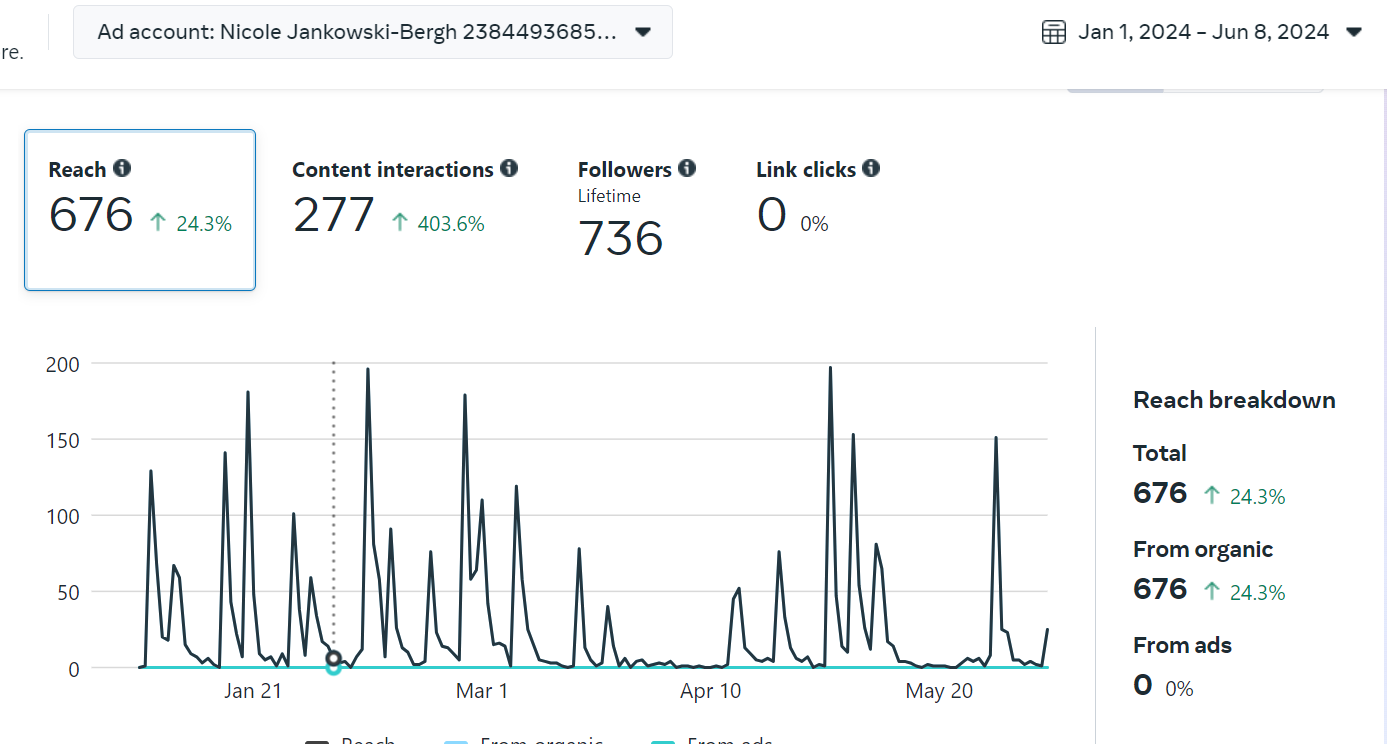
**Concerns**

* We had someone duplicate the Cronulla Triathlon Club Facebook page.
* Security of the Metasuite and updating the passwords are needed each year.

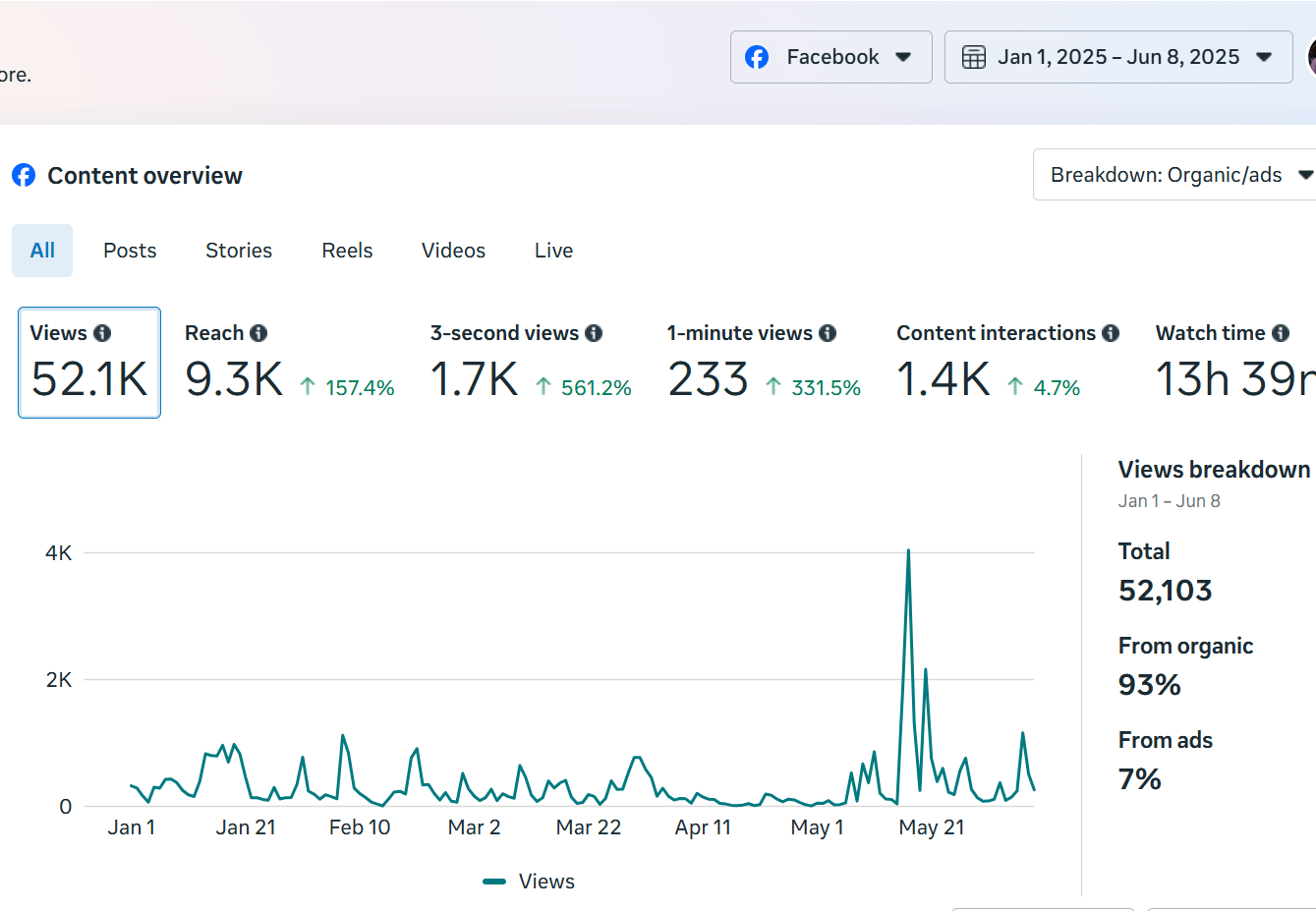
**Instagram Jan. 1, 2025- June 8, 2025**



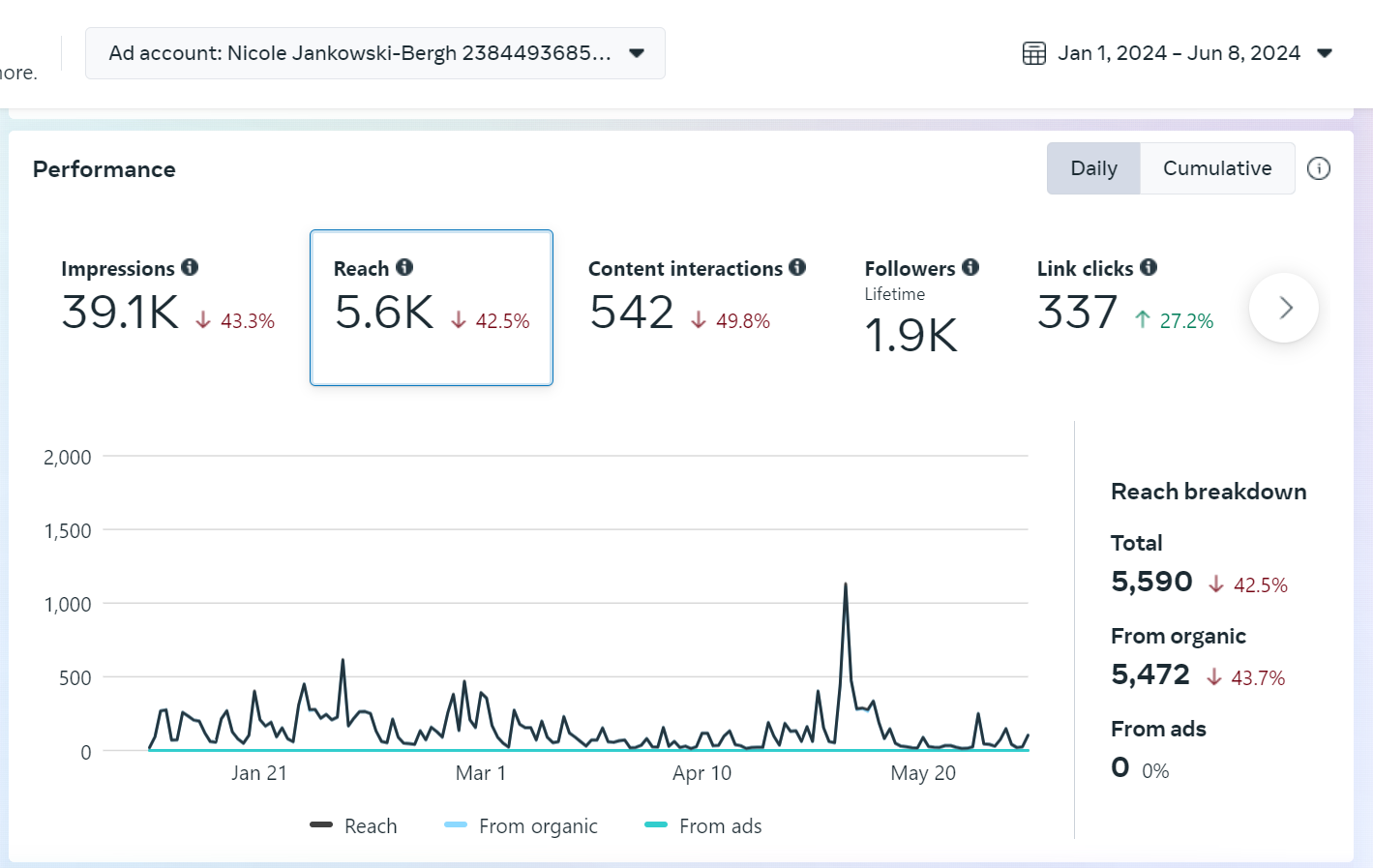
**Jan. 1, 2024- June 8, 2024**

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**Facebook Jan. 1, 2025- June 8, 2025**

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**Facebook Jan. 1, 2024- June 8, 2024**

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**2025**

-2,015 followers on FB

**2024**

-1,900 followers on FB

**2025**

-857 followers on Instagram

**2024**

-736 followers on Instagram