

## **Public/Media Relations Report**

### **ACS Facebook –**

#### Group vs Page

- Group is more designed for discussions, not publically seen, a Page is more visible both; both can restrict outside posting
- Limit to only a few admins who are necessary to running the page
- Need to find a way to reach out to ACS members to
- Talked with Brandi Ford several times, interested in helping make the page better

### **ACS Website-**

Who is the target audience? Design of Website will be based on how we want to go forward

Looked at Chicago/San Diego websites, very modern and easily accessible; possible updates

- Update the calendar with YCC, Women's Events, Minority Events, Earth Day, etc.
- A lot of redundancy, need to categorize things so it's not as cluttered
- Home page needs to be more captivating, less information, put all the information in separate tabs
- Connect to Facebook, no connection as of now
- Move Volunteer Activities to its own page
- Search Bar

### **Public Relations**

Meeting with Rhonda and Heather to help plan a YCC event in October, the Eastern Virginia Career Event

Respectfully,

Krista Weissbart