

**BOARD REPORT  
SOCIAL MEDIA COMMITTEE  
Northeast Region Board Meeting  
March, 2023**



**DATE:** March 22,2023  
**TO:** Northeast Region Board of Directors  
**FROM:** Isaac Sorensen, CSI.  
**SUBJECT:** Social Media Committee Report

**A. Highlights**

1. Ken Lambert, Isaac Sorensen, Joe Lobdell, Mike Helly, regularly engaged in communicating new content (blog posts, Why CSI film, NER chapters shared chapter events and building tours chapter schedules education session and socials, & Steve's CDT class Schedule.) directly to Mike Helly for posting to NER Social Media Channels. Current Social Media Channels include LinkedIn, Facebook, and a YouTube Channel as well as the website.
2. A communication email was sent to all listed contacts for CSI NER Chapters and an explanation of our interest in regular communication of events, spotlights, original blog posts and anything "relevant" to chapter activities was solicited to be sent to Isaac via email to then be communicated to Mike Helly for posting.
3. All listed contacts with a phone number were contacted via phone as well to pass along our interest in regular communications from the chapters to share content to promote.
3. Some of the chapters and contacts have been responsive and shared calendar events, building tours, chapter news letters and as well Mike has done a great job posting and promoting the Bi-Regional CSI NER conference in Jersey City on all platforms.
4. The "Why CSI" promotional film has been shared regularly on all platforms and promotional monies allocated to the social media committee have been spent on ads promoting the Regional Conference in Jersey City which the committee agreed would be the best use of the monies set aside.

**B. The Report**

1. The Social Media Committee will be as follows:
  - Isaac Sorensen,
  - Ken Lambert,
  - Joe Lobdell,

2. Committee Activity: Regular and ongoing gathering of all CSI NER chapter information through email and phone call solicitations to all NER CSI Chapter representatives. Regular communication between committee members. Regular communication with Mike Helly as administrator of the social accounts.
  
3. Status of Social Media Committee: Improved from last report but still needs long term strategy. Current state of social media is alive but could use improvement. Needs a long term plan for upkeep and then a long term protocol for maintaining and improving stats for long term growth.
  
4. Issues?: Needs a long term “plan” for upkeep (maintenance) and then a long term protocol for maintaining and improving the flow of information from all chapters to boost our stats for long term growth.

Respectfully submitted;

Isaac Sorensen,  
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**END OF REPORT**