

2607ATH01 – Social Media Expense

Motion to spend \$150 annually for an Instagram account verification with funds coming from the Marketing line item of the budget.

Purpose: Beyond giving Pacific Swimming a verified badge, this would give increased search visibility, impersonation protection, and enhanced support options. Given that there was recent attempt to hack the account, added security and faster access to support could be helpful. Investing a bit more in social media could help Pacific Swimming better connect with athletes and clubs in place of our previous newsletter, as well as promoting outside the LSC.