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Pennsylvania Counseling Association (PCA)

5-21-2016

2016-05-21 PCA Social Media and Advertising Report, May 15, 2016

Pennsylvania Counseling Association

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PCA Report

Date: 5.15.2016

Division/Branch/Position: Social Media and Advertising Chair

Chair Person Name: Abby Dougherty

If chair is not attending, please indicate name of designee:

Action Item for Upcoming PCA Meeting: (please highlight one) YES NO

Attending the Upcoming PCA Meeting in person: ((please highlight one)

(not sure) YES NO

If attending via skype, list skype name:

If attending via conference call, please provide phone number:

If I do call in: 610-620-4622

Summary/Update of Action Item:

We will continue to work on the career presentation for the website.

✓ **PCA counselor Awareness Month on social media very successful. Thank you to Dara for the template. (30 new members)**

✓ **We get the most "likes" and interaction from of group specific information posts. Executive council: Think about doing some video updates for PCA like Richard Yep did about the ACA conference.**

Review of membership

- **403 members on facebook**
- **124 people following on twitter**
- **93 members on linkedin**