



SKÅL INTERNATIONAL USA
Connecting Tourism Globally

October 27, 2021

Aloha Skålleagues!

It's been an honor serving as your VP of Public Relations and Communications these past few months. I feel as if I've only just gotten started and am asking for your vote to continue the work I've begun.

The job is huge, but one I enjoy. I can say that I am grateful to COVID for one thing, and that is that I was temporarily furloughed at the time I was elected, so I had the time to really focus on learning the many different aspects of the position. The learning curve is steep, and I appreciate the time Tom Moulton took getting me up to speed. The momentum we've been seeing is fabulous and I would love the opportunity to keep it growing.

One of my primary focuses has been organizing, cleaning up and building up our social media platforms to better allow our Clubs to communicate with each other during these unusual times. I'm proud to say that since I gathered all of the feeds under one roof, we have increased our visibility and interaction tremendously the past 10 months.

- I cleaned up our Facebook account and tried to delete all the spammers. We have seen a 7% membership growth of actual or potential members and seen our engagement grow over 277%.
- I rebuilt our LinkedIn from scratch since our old account was not in our control and seen steady growth and activity since it was created.
- Our Instagram has grown over 15% and our engagement is up nearly 900%
- Our Twitter has grown over 18% with our impressions increasing over 500%
- I built out our YouTube page, creating a variety of new channels and our views increase monthly

I have also focused on increasing the open rate of the newsletters and am proud to say that rate has increased by 13% since I changed up the format and I am striving for even higher percentages. Currently I am hard at work completely rebuilding our website on Skål International's new platform.

I have been an active member since 2012, but I attended my first meeting when I was only around 12 with my father and I attended my first NASC in 2006 with my mother. Both of my parents were active members of Skål, and each served as President. Many of you know my mother Valerie, who hasn't missed a World Congress for over a decade. SKÅL literally runs in the family, and it would be my honor to continue building upon the foundation I began this year. I humbly ask for your Club's vote to continue the work I have begun and building on the momentum that has been created thus far.

Mahalo for your support,

Pam Davis