



Kenneth Suan Gustilo | Public Relations Manager Report

Key Achievements & Metrics Result from (July 7, 2024 - February 15, 2025)

1. Social Media Growth & Engagement

- **Facebook:** Established and nurtured **over 200 social community partners**, significantly enhancing brand visibility and engagement.
- **LinkedIn:** Achieved a milestone of **1,000+ followers**, strengthening professional networking and thought leadership.

2. Content & Digital Asset Development

- Designed and built **Canva assets** to maintain brand consistency and improve content engagement.

3. Strategic Marketing & Communications

- Another addition to the team: **PR District 112 Digital Marketer and Social Media Manager**, to help the clubs and boost campaigns.
- Expanded the organization's digital presence as **District 112 Digital Marketer and Social Media Manager**, executing targeted campaigns for increased audience reach and interaction.

4. Performance Metrics (Recent Data)

- **Views:** 513.9K
- **Reach:** 200.7K (↑ **792.2%**)
- **Content Interactions:** 10.7K (↑ **227.6%**)
- **Link Clicks:** 1.2K (↑ **1.2K%**)

5. New Initiative: District 112 Central Data Management

- We are now **developing the District 112 Central Data Management system** to enhance club operations.
- This system aims to **help clubs receive visitor data, track potential members, and optimize marketing campaigns** for improved outreach and growth.
- By centralizing data, we will provide clubs with actionable insights to increase engagement and membership conversion rates.

Future Focus Areas

- Strengthen engagement strategies to convert reach into more meaningful interactions.
- Continue optimizing content strategies across social media platforms.
- Enhance digital branding efforts through expanded Canva asset creation.
- Fully integrate and deploy **District 112 Central Data Management** to support clubs in **visitor tracking, membership growth, and data-driven marketing**.