

## **PRM Report**

From the 1st of November 2025 to the 31<sup>st</sup> of January 2026.

Over the past three months, our Public Relations and Marketing efforts have been consistent, collaborative, and results-driven.

Alex Tjahiana has been responsible for creating engaging LinkedIn content, helping us maintain a strong and professional online presence. Natalia Ortega designed eye-catching Canva posters that effectively promoted our organisation across multiple platforms. Steve Vale provided valuable guidance on marketing strategies outside our organisation, expanding our reach beyond our immediate networks.

Together, we also launched a new promotional campaign started 26<sup>th</sup> of January, using public transport advertising. Our posters are now displayed on the back of buses, initially running for four weeks across North Auckland, followed by another four weeks covering South Auckland. This campaign aims to significantly increase our visibility within the wider community.

As a result of our strong teamwork and consistent, frequent updates on Facebook and LinkedIn—carefully tailored to target different audiences—we are seeing positive outcomes. Both our membership numbers and social media followers continue to grow, demonstrating the effectiveness of our coordinated public relations strategy.

Facebook statistics: 101187 views; 2845 engagements; 1095 reactions; 198 shares; 1456 followers (net followers 28)

LinkedIn statistics: 10355 impressions; 325 reactions; 10 reposts; 1273 followers (net followers 48); approximately 200 times search appearances every week.

Tatiana Maior

**District 112 PR Manager 2025-2026**