



## **SOCIAL MEDIA ANNUAL REPORT**

### **2024-2025**

**Reporting Period: May 2024 – April 2025**

#### **Overview:**

This year's social media efforts focused on growing awareness of Canada's military heritage, increasing member engagement, and promoting CSMMI events and publications through consistent, historically focused digital outreach.

#### **Highlights:**

- **Audience Growth:**  
Increased followers by 28% across Facebook, Instagram, and Twitter (X), with strong engagement from collectors and history enthusiasts.
- **Content & Campaigns:**  
Shared over 150 posts including medal spotlights, historical anniversaries, and member submissions. Launched recurring features like *Medal of the Week* and *Behind the Insignia*.
- **Event Promotion:**  
Supported annual convention and regional events with countdowns, speaker highlights, and live updates. Helped boost registration and post-event visibility.
- **Community Engagement:**  
Built relationships with museums and veterans' groups. Featured member collections and responded promptly to inquiries and identification requests.
- **Analytics & Strategy:**  
Introduced monthly performance reviews to refine post timing, format, and content. Emphasized visual storytelling to boost engagement.

#### **Looking Ahead:**

- Launch short-form video series (*Medal Stories*)
- Build a searchable archive of featured items
- Increase user-generated content from members

#### **Conclusion:**

CSMMI's social media presence has grown significantly, helping to preserve and share Canada's military medal history with a broader, more engaged audience.

Submitted by:  
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