

# 2024 FALL COMMUNICATIONS TEAM REPORT

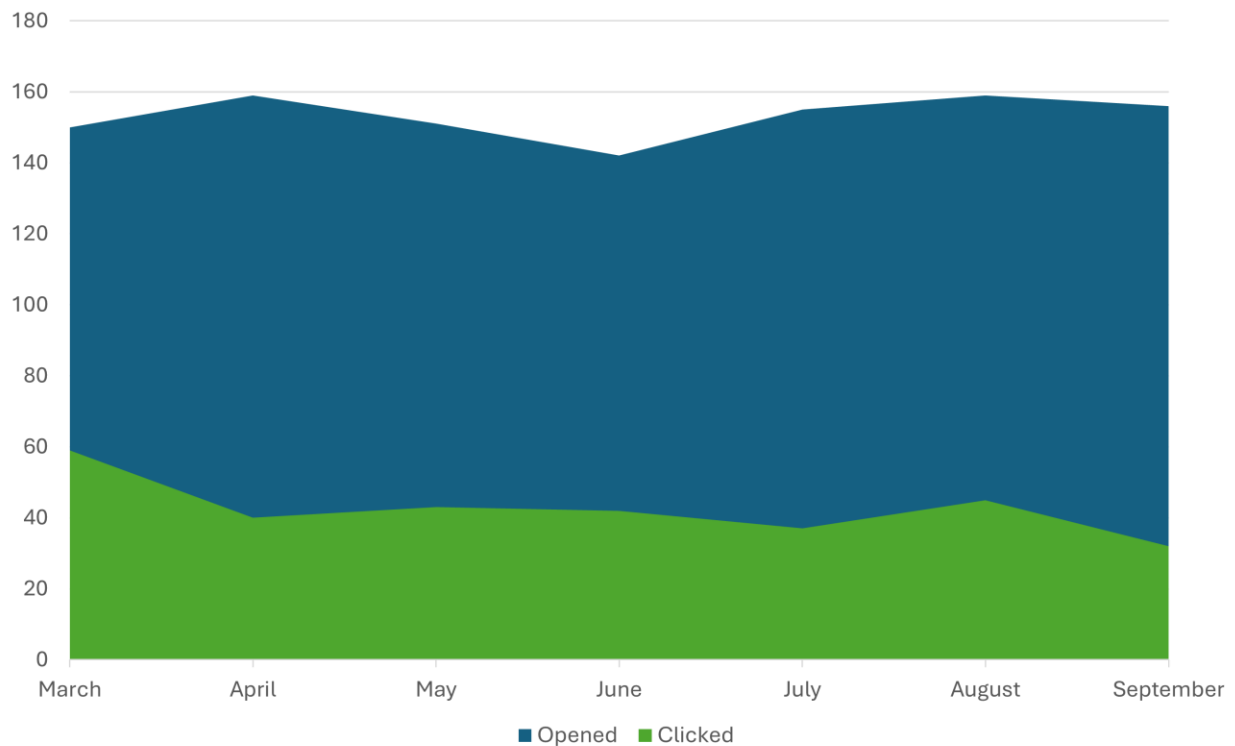
This report highlights 2024 KLA communications activity.

The Communications Team includes: Claire Pendergast, Priscilla Treadwell, Melissa Tarbell, and Brenda Hambleton.

## Newsletter

The KLA newsletter is sent out monthly from May to October. An early winter edition is sent in December and spring edition is sent in March/April. The newsletter is sent to approximately 190 people. About 80% of the recipients open the newsletter and of those about 60% click on one or more articles.

2024 KLA Newsletter Activity



## Social Media

- Facebook: Keoka-Lake-Association has 573 followers. It is used to quickly disperse information and share photos and stories of lake life.
- Instagram: @keoka.lake.association has 434 followers and is used to showcase photos of the lake.

## Resources Needed

- Writers for newsletter articles
- Please follow us on social media