



# **3D ARCHERY ASSOCIATION OF AUSTRALIA**

ABN 37 082 971 439

AFFILIATIONS: INTERNATIONAL  
BOWHUNTING ORGANISATION ARCHERY  
ALLIANCE OF AUSTRALIA

Social media report;

Coming into the position in May, I tried to figure out how things are done. While trying to find my feet, i focused on advertising shoots, results and photos from events. This type of postings get the most reach and engagement from the followers of the page. Our biggest engagement from the time I have been in the position is the announcement of State Of Origin going ahead in December.

I have learnt a lot about the associations procedures, rules and policies from answering questions from members and thank you to the committee members who jumped on to answer questions when I was unavailable to or did not know the answer.

Sponsorship advertising needs to be improved. Improvements will be made before the end of year and beginning of 2021.

Social media officer