

# **PACTA Professional Animal Care and Training Association of BC**

## **Marketing Committee Report for 2022**

**Submitted to the Membership**

**at the Annual General Meeting on March 5, 2023.**

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I am the chair of the Marketing Committee. During this past year, our efforts were focussed on continuing to build our membership and awareness of PACTA BC. This involved developing and disseminating social media posts and coordinating with other committees.

Our ongoing tasks are:

- development and maintenance of a social media calendar;
- social media posting to attract new new members;
- the creation of a newsletter; and
- the maintenance and continued development of our website platform.

The Marketing Committee is a fun and engaging group! We welcome any new member volunteers with an interest or skill in these areas.

Submitted by,

Valerie Barry

Chair, Marketing Committee

[https://www.pactabc.ca/marketing\\_committee](https://www.pactabc.ca/marketing_committee)