



Media Communications Coordinator - Annual Report
 Annual General Meeting
 November 15, 2021

MCA Director	Dustin White – Media Communications Coordinator
Accomplishments	
Became familiar with what MCA is doing for social media and other communication features.	
Issues Resolved	
<ul style="list-style-type: none"> • Created a plan to communicate and post/engage with online followers of MCA. • Posting regularly to see what reach a post would do? (“Did it perform well? Did it perform poorly?”) • Maintained an adaptable communication plan for CX events and Kids of Mud programming that seems to be working for the fluidity of an ongoing pandemic. 	
Goals for Next Year	
<ul style="list-style-type: none"> • Have more consistent content to post throughout the whole year. • Begin a MCA TikTok or whatever platform has attention and post regular content. • Promote community and/or events with paid campaigns. 	