

SPMS Marketing and Club Development Report
January 19, 2023

The big news is our SPMS Instagram is live under the guidance of our new volunteer SPMS Digital Social Media Specialist Ralph Porrazzo who is a wonderful and welcome addition to my marketing and club development committee now composed of me, Ralph, and Karin Perissinotto. Thank you, Ralph! If you would like to join our committee, you are welcome to do so. Just email me at Marketing@SPMastersswim.org

To post anything on our SPMastersSwimming Instagram account, please Direct Message the @SPMastersSwimming

and Ralph will respond. There are some posts on our IG account already.

We need to get Instagram added to our SPMS Website list of social media platforms. I will ask new volunteer Webmaster Steve Ingram to help out here. Thank you in advance, Steve!

Try Masters Swimming is in progress nationwide through January 31. I hope your clubs are participating in this membership recruitment drive/program. Let me know if your club needs help.

Don't forget about the \$1500 SPMS Grants available to all clubs annually. These funds can be used in various ways to help grow and sustain clubs as well as to help clubs cover expenses when hosting a swim meet or hosting a stroke clinic. The application is on our SPMS Website.

I am planning to attend the Palm Springs Swim Meet on January 29. I hope to see many of you there.

The next SCPPOA Lunch Meeting is on Thursday, February 2 at Mission Viejo.

I still have marketing materials to share and will bring a supply to the Palm Springs Meet.

If you or a Masters Swimmer you know has an interesting swim story to share, please let me know. I would like to start sharing these swim stories in our SPMS Newsletter and on social media. What is your big WHY do you swim?

Please share your marketing ideas with me and remember to visit and post on all of our social media platforms including Facebook, Twitter, and Instagram.

Anita Cole
SPMS Marketing and Club Development Chair
Marketing@SPMasterSwim.org
310-367-4606 cell