

Bellingham Story Hour

Project Update Memo 1

1 May 2023

To: Kamarie Chapman, co-artistic director, and Krissa Woiwod, co-artistic director

CC: Dr. Kristi Lewis Tyran, professor

From: Kaitlin Losansky, student

RE: Marketing Project Update 2

Hi Krissa and Kamarie,

What a successful Story Share last week! We had a lovely crowd in the audience and our storytellers were amazing (I couldn't stop laughing at Ramona's story!). I can't wait to do it all again this month.

Here is a summary of the work from last week (April 24th to 30th):

1. I made three instagram posts, testing out different engagement tactics. The most successful post had a simple picture and longer text, with an invitation to comment.
2. I attended the story share and talked with audience members afterwards, making some strong connections.
3. I made an event on Facebook to advertise the workshops as a series - I'm not sure how effective this will be, but I thought it might be a nice way to package the events.
4. I finalized my [project plan](#), which is also attached.
5. I thought about making a Reddit post as mentioned last week, but I didn't know if it should come from my personal account or a collective Bham Story Hour account, so I tabled that until your approval. Thoughts?

My plan for this week (May 1st to 7th):

1. Post twice on Instagram and Facebook - should we connect the two platforms so they cross-post automatically? I find that I forget to post on Facebook otherwise.
2. Attend first workshop, take pictures of workshop, take on whatever role is needed to fill in for Krissa
3. Schedule another Business Meeting if needed

I really enjoyed talking with a couple in the audience last Tuesday. They remarked how impactful the Story Shares have been for them as newcomers to the Bellingham area. I am glad to be a part of a team that values and invests in our community.

Kaitlin Losansky

they/she/he

Bellingham, 98225

425-691-9090

www.kmosansky.com