

A collection of colorful dice with social media icons on a dark blue background. The dice are scattered and some are stacked. The icons include YouTube, Instagram, Facebook, Twitter, Snapchat, TikTok, and a thumbs-up icon. The text is overlaid on the dice.

# USBC Regional Discussion Call *All Eyes on Social Media*

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December 2023

# General Housekeeping

- 990s Due Soon! 12/15/23 (8 days away)
- Young Delegate Grant applications are available

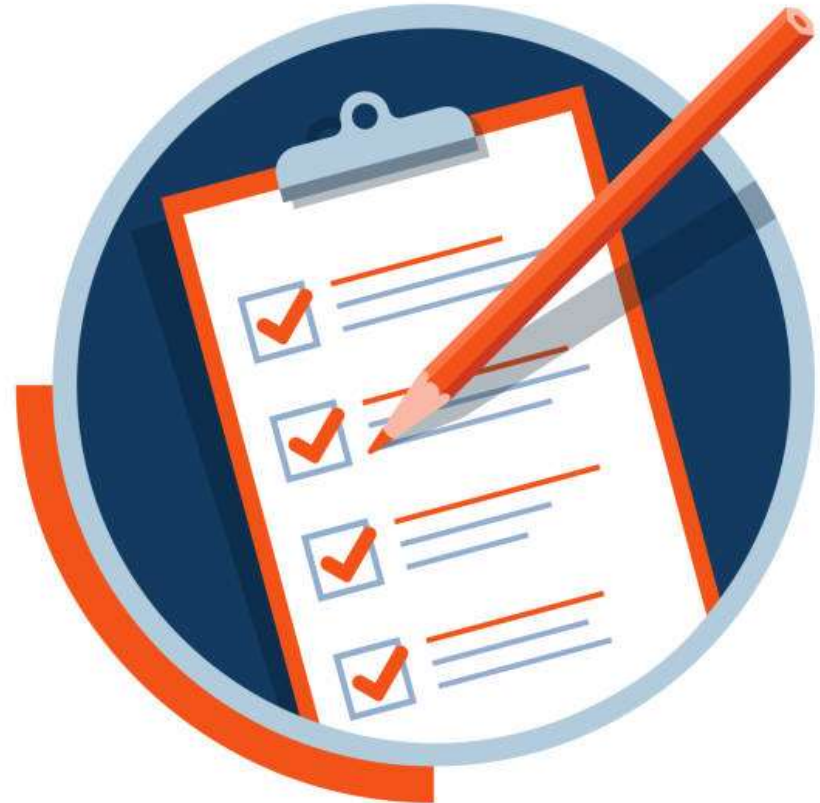
# Opening Thoughts...

What do you use social media for, personally ?

# Agenda

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- Stats & Trends
- Types of Social Media Platforms
- Benefits
- Strategies to boost online presence



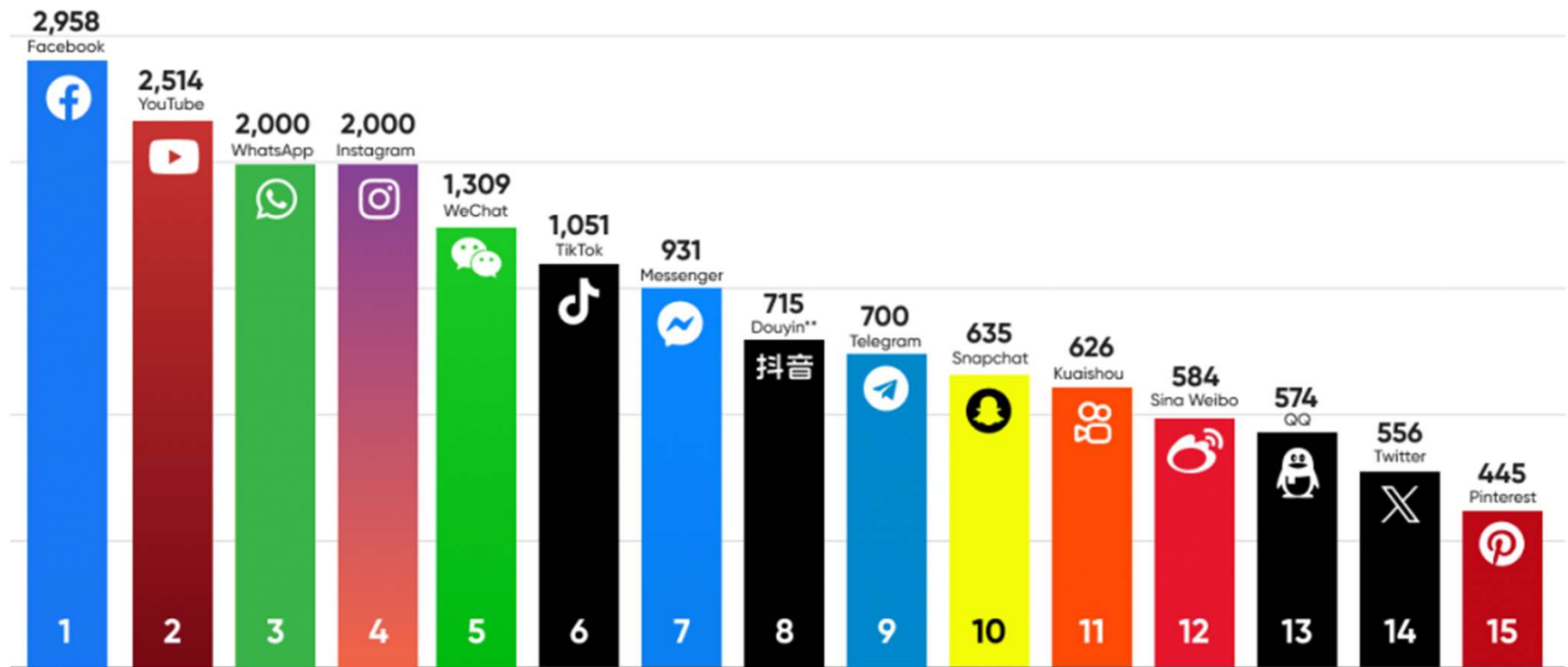
If your association was given \$1,000 to advertise, what would you advertise and where?



# Social Media Statistics

- 4.9 BILLION people use social media across the world
- Average person uses seven different social media outlets/month
- Companies are spending more on social media than traditional advertising (\$268 Billion)
- Facebook is most-used platform by marketers worldwide

## Social Media Platform Users in Millions



source: [statista.com](https://www.statista.com)

 tagembed

## Poll Question

What social media platform(s) is your association utilizing?



# Social Media Sites

- Facebook
- Instagram
- Pinterest
- YouTube
- Twitter/X
- Tik Tok
- SnapChat



**TikTok**



# Benefits to Social Media

- Grows your brand
- Builds connections with users/members
- Emphasizes which strategies work
- Engages younger audience



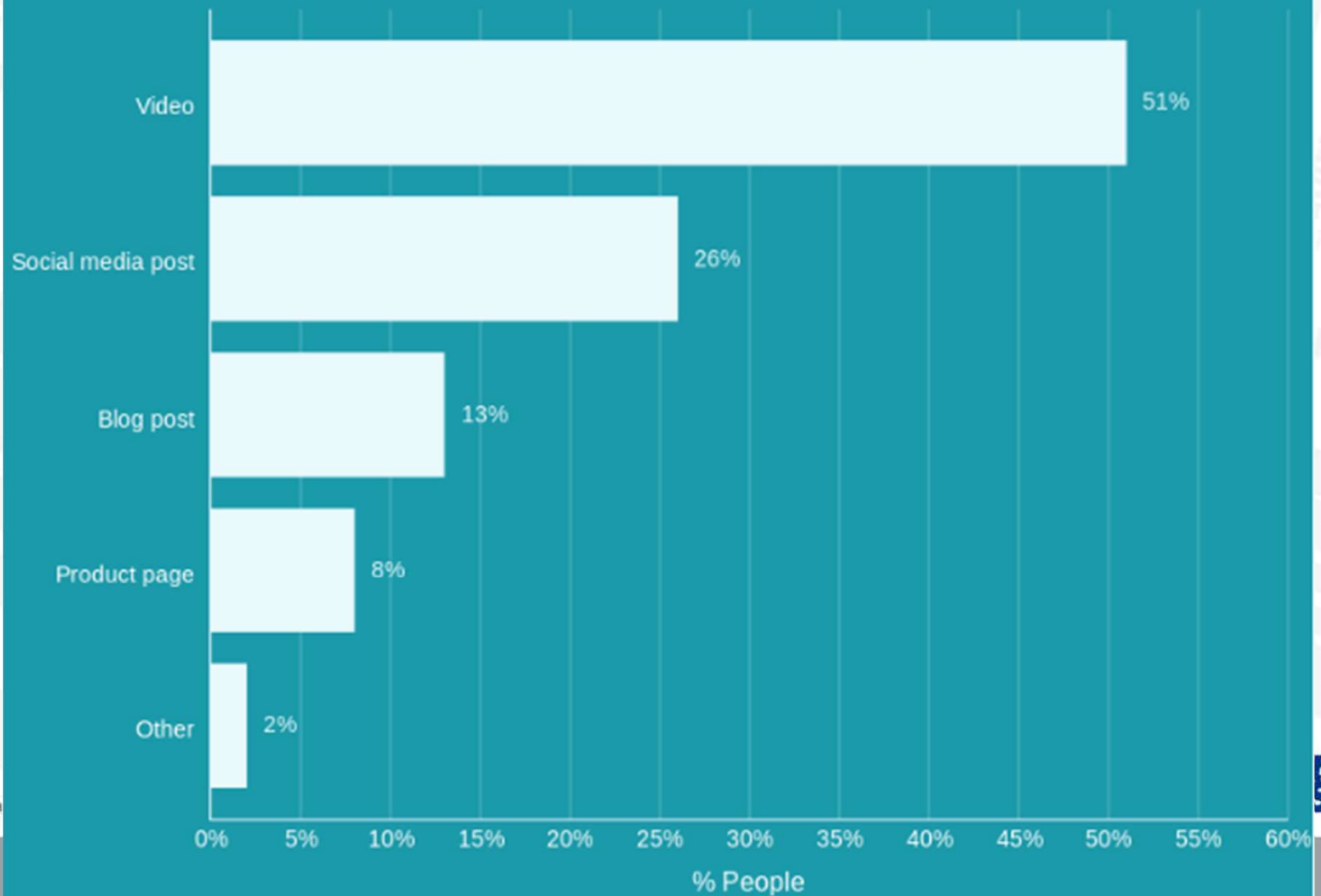
Website

VS

Social Media



## Content type that people like to share most



# Tips to Build Online Presence

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1

Be human

2

Focus on  
helping  
over selling

3

Have a  
strategy in  
place

4

Do not be  
afraid to  
pay

5

Stay active

**Twin Cities USBC Association**  
 July 26 · 🌐  
 2023-2024 Tournament Schedule!  
 Share with your teammates and mark your calendars!!

**Where Champions Are Made**

**Twin Cities USBC Association**  
**2023-24 Tournament Schedule**  
 Questions call Association Office at 763-971-0800  
 Website: TCBOWL.ORG for tournament entries

**\*YOUTH TOURNAMENTS\***

Youth Singles & Doubles Tournament, Oct 28 – Nov 5, 2023 New Hope Bowl  
 Twin Cities Youth Open Tournament, Jan 13 – 28, 2024 – Classic Bowl, Coon Rapids

**\*OPEN TOURNAMENTS (MEN & WOMEN)\***

Most Improved Tournament, Oct. 7, 2023 Super Bowl, Ramsey (Invitation only)  
 Masters Tournament, Nov 5, 2023, Concord Lanes, South St. Paul  
 Open Team Challenge, Dec. 3, 2023, Mermaid Lanes, Mounds View  
 Mixed Couples Tournament, Jan 13 – 28, 2024 Concord Lanes, South St. Paul  
 Twin Cities Open Tournament, Feb 17 – Mar 24, 2024 Park Grove Bowl, St. Paul Park  
 700 Club Tournament, April 22 – May 3, 2024, Sun Ray Lanes, St. Paul

**\*WOMEN'S TOURNAMENTS\***

Women's City Tournament, Nov 4 – 19, 2023 Classic Bowl, Coon Rapids  
 600 Tournament, October 28 – 29, 2023 Flaherty's Arden Hills  
 Queen's Tournament, February 4, 2024 River City Extreme, Monticello

**\*SENIOR TOURNAMENTS\***

Senior Tournament, Oct 14 - 29, 2023 Classic Bowl, Coon Rapids  
 Senior Masters Tournament, January 7, 2024, Sundance Lanes, Duluth

**MN STATE USBC TOURNAMENTS**  
 GET YOUR ENTRIES AT: MNSTATEBOWL.ORG

MN State Senior Championships, Oct 21 – Nov 12, 2023 Spare Time Entertainment  
 MN State Women's, Jan 26 – May 5, 2024, Mermaid Lanes, Mounds View  
 MN State Open, Feb 3 – May 5, 2024 Garden Center, Alexandria  
 MN State Mixed, April 6 – May 5, 2024 South Way Bowl, St. Cloud  
 MN State Youth Tournament, April 6 – May 5, 2024 – Jack's House, Brainerd

**Florida State USBC**  
 July 29 · 🌐  
 New Florida Jr Team USA bowlers- Christian Liquori, Malayna Cio and Larlelie Thraps.  
 Congratulations!!



**Rebecca Cole is at Tigard Bowl.**  
 October 22 at 3:45 PM · Tigard, OR · 🌐

About to start the final squad of the GPUSBC City Youth Tournament! Shout out to our Tournament Director **Jenny Acred** and the fantastic crew at Tigard Bowl! Over \$4,000 added scholarship money went to this event. Thank you to all the bowlers that participated! Unofficial standings will be posted tomorrow.



**Metro Detroit USBC**  
 November 7 at 3:48 PM · 🌐

We have our two winners of the Best Backswing Contest!!! It was pretty clear as well.  
 For the Men, we had these results...  
 1 -- Dan Parsons with 254 points  
 2 -- Trevor Gruden with 98 points... See more



**Pennsylvania USBC Admin**  
 Let's welcome our new members:  
 Brian Lowery,  
 Todorka Malinova,  
 Ted Balliet,  
 Mike Stone, ... See more



**Sheri Hoffman**  
 20 · 🌐  
 Congratulations to Robert Patti Sr. on bowling a 280 game at Blue Valley Lanes as well as 289 game and 733 series at SkyLanes during the 56th Annual PA USBC Senior Tournament!



...ation will be taking up collections for the next 3 weeks to send to ...  
 ...oting at the bowling alley in Lewiston... See more  
 ... is USBC was live.

👍👍 Libbi Fletcher and 29 others · 8 comments · 12 shares

**Albany Bowling USBC**  
 June 8 · 🌐

Congratulations to Steven Caverly who bowled the High Triple within the 2022-2023 season in the Albany USBC Association

Steven Caverly bowled an outstanding series. 300+279+300= 879 total at East Greenbush Lanes on 4-20-2023.

👍👍 33 · 5 comments · 4 shares





United States Bowling Congress



# Resources for USBC

## Public Relations for USBC

PR@bowl.com

## Digital Marketing Manager – Carolyn Campa

Carolyn.campa@bowl.com





## ***ASSOCIATION DEVELOPMENT***

Next Call Topic: *"Bettering Proprietor Relationships"*

### **Association Contact information**

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