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Outreach Co-Chair – Social Media Manager

Goals Report

**Goals**

* **Grow community engagement and membership**, with a focus on students.
* **Boost social media presence** by increasing follower count across platforms and improving content reach and interaction.
* **Encourage member-generated content** by motivating library users to share updates, events, and interesting finds from their local branches for reposting and celebrating.

Respectfully submitted,

Michelle Rau

Social Media Manager

August 22, 2025