



Maryland State Council Fall Meeting 2021



Public Relation Resources
State Newsletter
MD State Council Facebook Page

Vern Hawkins
Public Relations Director
October 23, 2021



NEWSLETTER

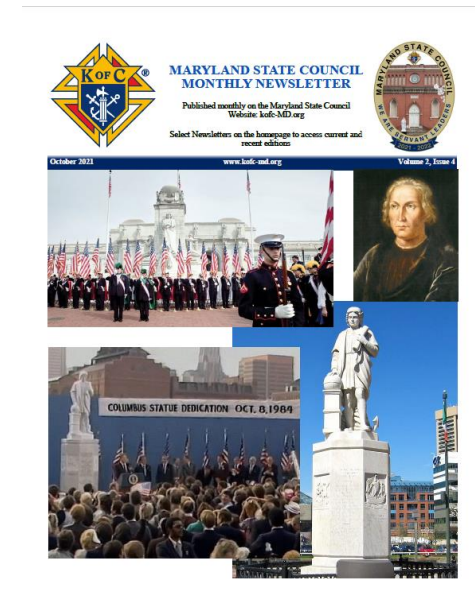


Published monthly around the 1st of the month

Includes articles from

- State Chaplain Fr. Jojo Opalda
- State Deputy Vince Grauso
- First Lady Mary Jane Grauso
- Membership Director Tom O'Hara
- Programs Director Terry Waters

And articles from the Supreme Chaplain and the Supreme Knight





NEWSLETTER



Around Maryland

- Articles about happenings in the State
 - Installations
 - Special Masses
 - Faith in Action activities

Hispanic Page

State Calendar

Life Activities

Flyers for State activities

Reprints from local newspapers



MARYLAND STATE COUNCIL MONTHLY NEWSLETTER

Published monthly on the Maryland State Council
Website: kofc-MD.org

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recent editions

July 2021

www.kofc-md.org

Volume 7, Issue 1





NEWSLETTER



Councils are encouraged to submit pictures from activities and announcements for inclusion in the State Newsletter.

- Submissions are requested by the 15th of the month
 - Please include names of people in the pictures
 - Newsletter editor can assist with writing the article
- Council newsletters are welcome
- POCs:
 - Vern Hawkins, State Public Relations Director: vhawkinsjr@aol.com
 - Jeff Koscho, State Newsletter Editor: jkoschos@hotmail.com
 - <https://kofc-md.org/newsletters/>



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MONTHLY NEWSLETTER

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MD State Council Facebook Page



Maryland State Council
Knights of Columbus

<https://www.facebook.com/KOCofMDUnited>



Number of Followers State Facebook Page



Your Fans

Your Followers

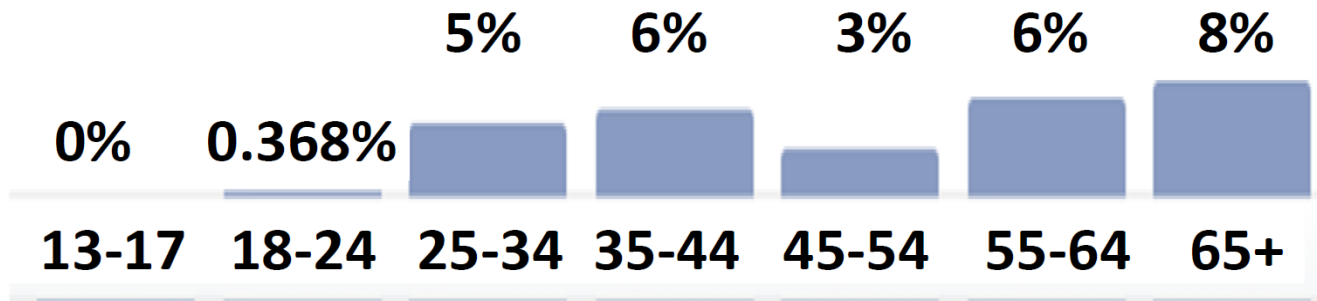
People Reached

People Engaged

Women

28%

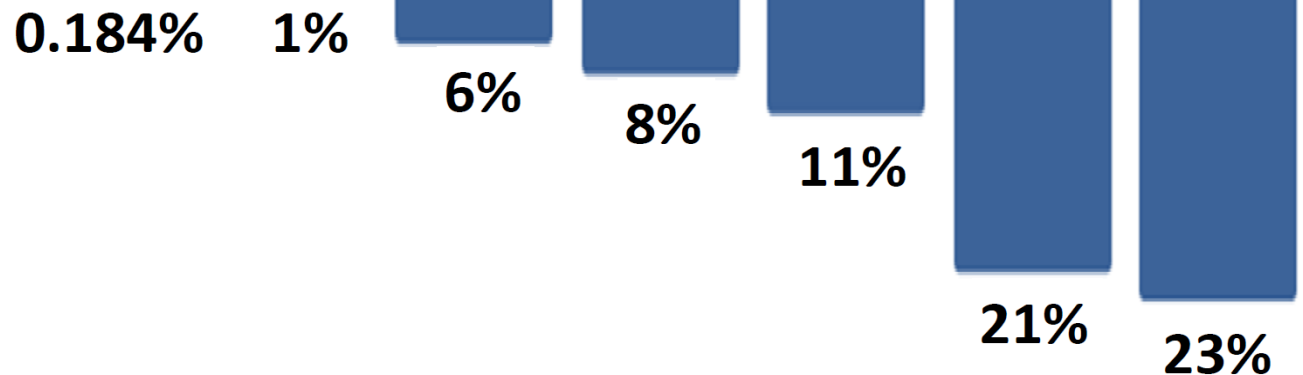
Your Fans



Men

72%

Your Fans





Number of People Reached Via Facebook

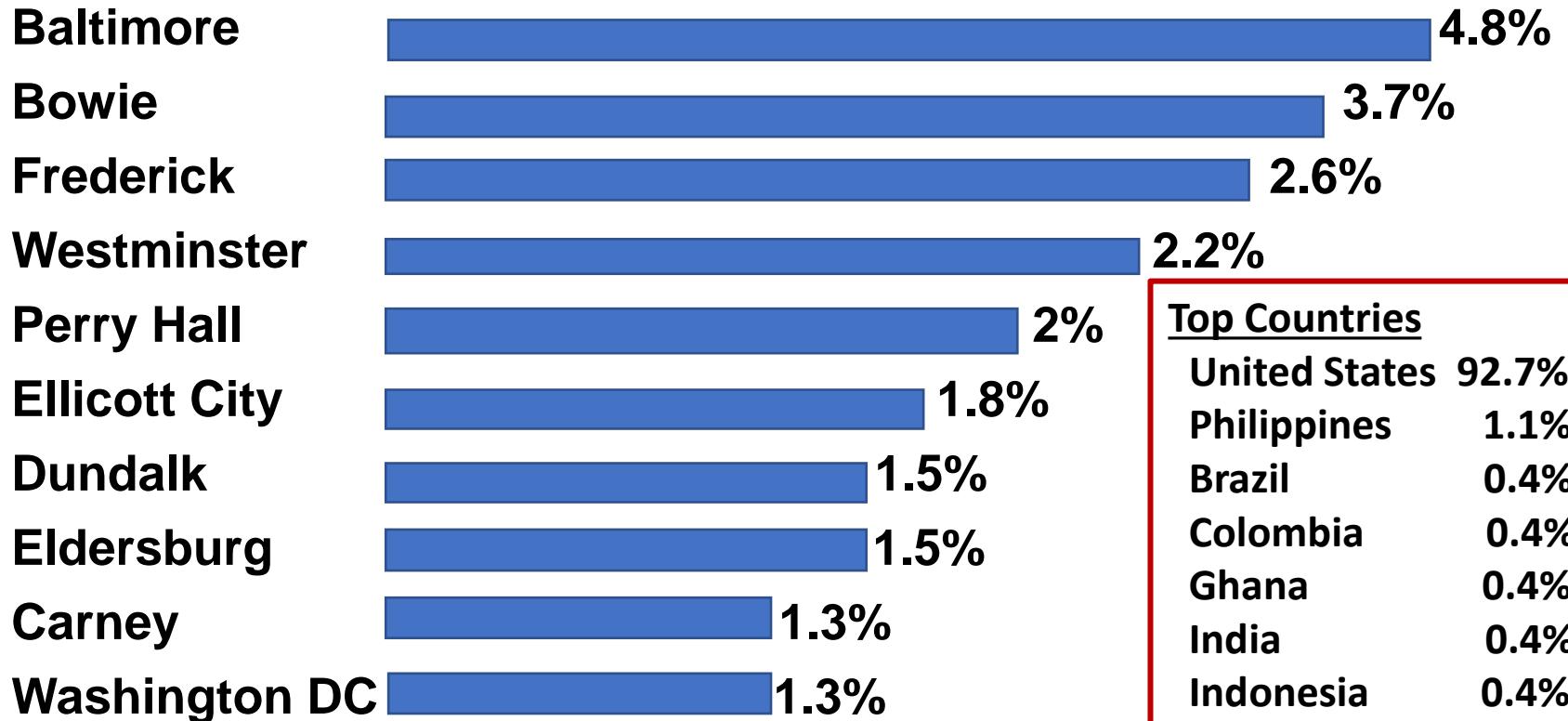


Country	People Reached	City	People Reached	Language	People Reached
United States	698	Baltimore, MD	24	English (US)	726
Philippines	22	Perry Hall, MD	23	English (UK)	17
Pakistan	11	Bowie, MD	12	Spanish	10
India	6	Washington, DC	11	French (France)	5
Nigeria	6	Germantown, MD	10	Italian	2
United Kingdom	4	Frederick, MD	10	Filipino	2
Canada	4	Ellicott City, MD	10	Malay	2
Kenya	3	Belcamp, MD	9	Arabic	2



Current Audience

Top Cities



Top Countries

United States	92.7%
Philippines	1.1%
Brazil	0.4%
Colombia	0.4%
Ghana	0.4%
India	0.4%
Indonesia	0.4%
Mexico	0.4%
Nigeria	0.4%
China	0.2%



Summary



There are a myriad of resources available to help you as leaders.

The State's Newsletter and our Facebook platform are two essentials.

Learn to use them.



QUESTIONS

