

2022-2023 Facebook Annual Report
Submitted by: Daina Karol, Chairman
March 27, 2023

- The Garden Club of Stuart continues to utilize Facebook as a communication and public relations tool to inform members and the community of upcoming events and our accomplishments, as well sharing educational information.
 - Our Facebook page can be found at:
<https://www.facebook.com/thegardenclubofstuart>
- Currently 536 people **Like** our Facebook page
 - An increase of 135
- We have 664 **Followers**
 - An increase of over 200
- In the week before & after the Flower Show, traffic to our page increased by 147%
- Accomplishments shared on Facebook include:
 - Awards received from the Florida Federation of Garden Clubs
 - National Garden Week Activities including:
 - Proclamation given to GCS from the Mayor of Stuart
 - Garden Week Facebook posts were shared by both NGC & FFGC
 - Luminaries newspaper article on Jean Foley's help creating the Butterfly Garden at Treasure coast Hospice 16 years ago, and the GCS's Hibiscus Circle's continued volunteer involvement
 - Scholarship Awards – this was also shared on Facebook by FFGC
- Information about our monthly meetings were posted, and a Facebook Event is created for each meeting
- Facebook posts regularly include educational, useful, and important information, including information from the Florida Federation of Garden Clubs and the National Garden Club.
 - Posts have included information on:
 - District X Spring and Fall Meetings
 - Tropical Short Course
 - Grant & scholarship opportunities
 - Deadlines and information on applying for awards
 - NGC Environmental and Gardening Schools
 - FFGC's April Convention
 - Floral design trends
 - Wekiva Volunteer Training
 - Interesting and informative articles
 - Upcoming events of interest to our members
- Members are encouraged to continue to Like and Share our page and posts.

Respectfully submitted by,

Daina Karol, Facebook Chair