

Agenda Item 4(c)(i)
April 25/23 EOC Meeting

Creating A Body Of Followers Of CAFII's Newly Launched LinkedIn Page

From: Keith Martin <Keith.Martin@cafii.com>

Sent: Monday, April 3, 2023 2:28 PM

To: CAFII Board, EOC, and Other Committee Members; and Board Surrogates

Cc: david moorcroft <david@strategy2communications.com>; Jake Becker <jake.becker@cafii.com>; Meighan Pears <events@cafii.com>; Michelle Everets <Michelle.Everets@cafii.com>; Buni Mba <Buni@managingmatters.com>; Ricky Nason <Ricky.Nason@cafii.com>; 'Chinh Nguyen' <chinh@managingmatters.com>; Jenny Faucher <jenny@managingmatters.com>; Lyn Wallington <lyn@managingmatters.com>; Brendan Wycks <brendan.wycks@cafii.com>

Subject: CAFII's LinkedIn Page is Launched--Please Become a Follower

Dear CAFII Board, EOC and other Committee Members; and Board Surrogates:

In conjunction with the leadership of Media Advocacy Chair Jacqlyn Marcus, and media consultant David Moorcroft, in January, 2023 CAFII launched a new LinkedIn page. Since then, we have been regularly posting information on our page and slowly growing our following, which has now reached 100 people.

Our LinkedIn profile is an important channel for engaging members, organizational representatives and regulators on items that are of interest to our industry and consumers.

As a result, **we are asking for your support** in helping grow and expand awareness of our LinkedIn page by liking and following our page, and inviting others with an interest in CAFII to do the same. When you have a moment, please check out our CAFII page at the link below and become one of our followers:

[CAFII LinkedIn Page](#)

And, feel free to invite others in your organization or connections to follow CAFII on LinkedIn as well.

Should you have any questions or suggestions, please let us know.

Thank you.

Keith Martin and Brendan Wycks

From: david moorcroft <david@strategy2communications.com>
Sent: Thursday, April 13, 2023 2:45 AM
To: Brendan Wycks <brendan.wycks@cafii.com>; Keith Martin <Keith.Martin@cafii.com>; Jacqlyn Marcus <jacqlyn.marcus@valeyo.com>
Subject: Inviting others to follow our LinkedIn page

The email to CAFII members about our LinkedIn page has generated a lot of new followers -- we now have 140, up from 100 since the email was sent.

I would like to keep that momentum building by turning our attention to inviting other people/ associations/ organizations outside of CAFII to follow us.

Please send me names of anyone/any organization that you think should be invited to follow CAFII on LinkedIn. I will double check them against our current list of followers which can be seen on our CAFII page by clicking on analytics, then followers. If they are not currently following us, I will then send an invitation for them to do so.

Thanks.
-David