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Outline

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ZABA APRIL Meeting
Member Minutes 9 -10am May 16th, 2024
Next ZABA Member meeting is 9 am June, 21st at Shubrew

AGENDA

- Attendance & Introduction
- Mentoring Minutes
- Administrative Reports
- New Businesses
- Event Reports
- News & Notes
  - *Municipal Coordination*
- Member Business: *Updates & Events*

Meeting called to order by Joel Grobe

ATTENDANCE & INTRODUCTIONS:

- Attendance record is available upon request
- Meeting Held at Shubrew. Thank you!

MENTORING MINUTES:
Boosting Social Media Posts

- Gaining an an organic following is important for your business here is how to drive more engagements, calls, sales, and inquiries to your page, website, & business
  - Boosting posts allows you to get your information in front of people that are not already following your page.

Meta Business Suite is where all of your social media information is stored with posts & messages

- Choose the image or video you would like to books and choose “Boost Post”
  - From here you can customize information on who will see your post etc.
    - You can determine what radius, demographic, etc will see your post and personalize it as much as you want to meet your goal of who to reach