

- Volunteered for Rotary Dictionary Days
- Solicited basketball packages from hotels
- Revised Les Thomas' itinerary with contacts and addresses we visited that were not on the original itinerary.
- Working with Verizon, ATT, & Sprint to set up phone tech classes for TACVB
- Attended Media training
- Revised show list for 2011
- PR Conference call
- Solicited Thanksgiving menus from hotels & restaurants.
- Working with Verizon, ATT, & Sprint to set up phone tech classes for TACVB
- Attended Exact Target Training, website training
- Sent ornaments to the Whitehouse for a destination themed Christmas Tree.
- Created a webpage for Thanksgiving menus from hotels & restaurants.
- Working with Beef & Pie and the Atkins group to work out the logistics of spring break commercial.
- Worked on spring break commercial
- Conference call with Texas Nature Tourism Council
 - Working to create & maintain a facebook page for them
 - Organized a meet and greet social for Unity Dinner
- Worked on the computer to create more memory.
- Put all social media on hootsuite.com to be able to be more active on twitter and linked in.
- Met with hotel to talk about possible marketing ideas
- Facebook

Day	Impressions	Commnts	Likes	feedbk	Topic
Mon	29,135	13	41	.19	We chilled at the beach
Tue	29,596	25	111	.46	Got Shrimp?
Wed	60,279	9	58	.22	Packages/Kite Festival
Thu	27,522	87	117	.74	What do you hear first thing in the morning?
Totals	146,532	134	327	1.61	

- Fans 55,240

Day	Impressions	Commts	Likes	feedbk	Topic
Fri	56,125	14	107	.48	To Do List & Outsource
Sun	33,198	31	235	.8	Shrimp Cook-off
Mon	30,860	43	112	.5	Dolphins
Tue	27,976	24	70	.34	Head to Beach
Wed	32,836	152	52	.47	Where are you from
Thu	23,062	167	14	.78	Vets Day
Totals	204,057	431	590	3.37	

- Facebook: Fans 56,411 Gain of 1,171

Day	Impressions	Commts	Likes	feedbk	Topic
Fri	29,853	51	92	.48	Distance from Hou, Aus, San Ant
Sat	29,415	17	49	.22	Things to do over the weekend
Mon	29,790	1	15	.05	Basketball discount
Tue	31,534	0	20	.06	Basketball discount
Wed	27,272	12	51	.23	SPI Packages
Thu	2,491	0	35	1.41	Thanksgiving Packages
Totals	150,355	81	262	2.45	

- Facebook: Fans 58,010 Gain of 1,599

Day	Impressions	Commts	Likes	feedbk	Topic
Thu	31,175	6	56	.22	Lights /Mercardo
Fri	28,863	1	22	.08	Basketball
Sat	66,177	16	77	.28	Mercardo/Basketball
Mon	41,346	14	53	.16	Give SPI as a present
Tue	55,098	12	69	.29	Going ons on SPI
	222,659	49	277	1.03	

Impressions	Comments	Likes	Feedback
• 723,603	• 695	• 1,456	• 8.46