

2025 Interim Board Meeting- 9/13/25- Webmaster / Social Media Report

I can't believe that a year has already passed since President Lubinsky appointed me to serve as your National Webmaster. It has been a busy and fulfilling year as I acclimated to this position, and I am incredibly grateful to those who have assisted me along the way. It has been my privilege to witness the wonderful things you all accomplish, whether in person or virtually. I've truly enjoyed working with the National Board to support them in their duties and in advancing the mission of our Order.

As I mentioned in my introduction letter, my main goal this term has been to support you and serve as a resource for growth. Over the past year, I've presented several well-attended webinars, including sessions on Canva and Google Suite. Just as a reminder, I'm always happy to Zoom in with any State, County, or Division Board that would like help setting up officer emails. I'm currently planning to host the Google Suite webinar again in October for anyone who couldn't attend the first time or who would like to learn more. If there's a topic you're curious about, please don't hesitate to reach out. Chances are, you're not the only one with that question and honestly, I never pass up the chance to build a good slide deck.

This term, I've also focused on increasing awareness around phishing and scam emails, an area of growing concern as our Order's online presence continues to expand. I've compiled several resources to help identify scams and phishing attempts, all available on the Webmaster's Page. I'm also more than happy to take a look at any suspicious messages you may receive.

One of my favorite aspects of being Webmaster is partnering with our National Board to highlight their initiatives and accomplishments. This year, I worked closely with Historian Diulus to redesign the Irish History Contest page into a more user-friendly and direct format. If you haven't seen it yet, you can check it out at www.ladiesaoh.com/Contest. I also collaborated with IPP Madigan on several projects, including promotional materials for our Irish Echo advertisements, the USGAA partnership, and the Lost Gaels Book Tour. In addition, we worked together to develop an online application form for a parish bulletin in South Bend, Indiana, where we're hoping to start a new division. This form is also serving as a trial run, helping me evaluate the effectiveness and potential pitfalls of a national online application system. I've also supported Vice President Swift in promoting the Degrees of our Order and monitoring the online presence of our Junior Divisions. In addition, I assisted Fundraiser McCrane and Freedom for All Ireland Chair Varady with promoting their fundraising efforts and our Giving Tuesday campaign for FFAI.

As Social Media, I have thoroughly enjoyed seeing all the great work that our Order is doing! Our Order has made such an impact on our local communities! As a best practice, I have not and will not share any information posted from a personal page to the National pages, with the exception of stories that disappear in 24 hours. This is to protect your privacy. When you go home to your Division, County, and State Webmasters/Publicity/Social Media chairs after this meeting, please, please, please ask them to TAG the National Pages in their Social Media posts! I can't see everything at once, and I want to highlight all the good work that is being done! On Facebook, we are "Ladies Ancient Order of Hibernians" or @LadiesAOH2016 and on Instagram

we are @LAOHNational. I am looking into the impact of changing the Facebook handle to be consistent on both, and would send out a notification if that change is made.

For those of you who know me, you know I love a good metric. Currently, our Facebook Page has 2,400 likes and 3,043 followers. At first glance, those numbers sound great. However, thanks to Secretary Turck, we know that our total 2024 membership was 9,681. That means only about 30% of our members are connected with us on Facebook. My goal is to raise that number to 5,000 followers by Omaha. This kind of growth happens through organic engagement. The more you interact with our posts, the more likely they are to be seen by others. Facebook algorithms don't favor content that sits quietly, so if you see us on your timeline, give the post a like, leave a comment, or share it. Invite your members to follow the National Page, tag us in your posts on your Division, County & State Pages, and if I share something you especially enjoy, feel free to repost it on your personal page.

Looking ahead, I plan to continue improving the website to enhance the user experience. As the public face of our Order, the website is one of our most powerful recruiting tools, and I want to ensure that it is accessible and welcoming, especially to those who are unfamiliar with our Order. I appreciate your patience as I work on these updates, and if you notice anything missing or broken, please let me know. I will also continue to work with the National Board to keep their pages updated and informative. Additionally, I'm currently developing best practice guidelines for websites and social media presence. I'd like to thank KY State President Natalie Peterinelli and PA State Webmaster Kalyn Populo for helping with these documents and for stepping in to manage our social media pages while I was temporarily lost to the Bermuda Triangle.

Please do not hesitate to reach out to me with any questions, comments, or concerns. I am just a text, email, or Zoom call away. I am happy to help in any way that I can and if I don't have the answer, I am more than willing to track one down for you.

Yours in Friendship, Unity, and Christian Charity,
Maggie Brogan
National Webmaster
(631) 252-4969
LAOHNationalWebmaster@gmail.com