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# Board Report

### Website, media and socials

**Website**

**BCA Website – 3,882 total page views, 2,050 users (March)**

**Period – 1st March to 31st March.   
Google analytics**

1. Main page – 1,169 views (previously 1,019 views)

2. BCA National Convention – 373 views (previously 431 views)

3. Accepted forms of ID – 201 views (previously 192 views)

**Social media**

**Facebook Page Overview: March**   
  
**Last 28 Days**   
  
Post view (The number of times that your content was played or displayed. Content includes videos, posts, stories and ads.): 1,374

Post reach (This metric counts reach from the organic or paid distribution of your Facebook content, including posts, stories and ads.): 1,105  
  
New page followers: +9 (bringing the total to 2,441)

**Popular posts**: **March**

1. [We are hiring: Fundraising Manager](https://www.facebook.com/BlindCitizensAustralia/posts/975287351456829): 501 Post Views   
   Post reach: 217  
   Engagement: 3  
   Likes: 3  
   Shares: 2  
   Comments: 0
2. [BCA Inform – Federal Elections](https://www.facebook.com/BlindCitizensAustralia/posts/970063155312582): 438 Post Views  
   Post reach: 174  
   Engagement: 5  
   Likes: 5  
   Shares: 0  
   Comments: 0
3. [BCA National Convention:](https://www.facebook.com/BlindCitizensAustralia/posts/982740484044849) 384 Post Views  
   Post reach: 217  
   Engagement: 10  
   Likes: 8  
   Shares: 1  
   Comments: 0

**Highlight post:** With just three months to go, it's time to secure your spot for Blind Citizens Australia’s historic 50th Anniversary Celebration!

We can’t wait to celebrate with you in Melbourne from June 13th to 15th, 2025, at the Novotel Glen Waverley, where accessibility and inclusion will be front and centre.

You won’t want to miss out on a weekend of engaging speakers, thought-provoking discussions and unforgettable experiences.

By registering now, you’ll ensure your place in:

1. Engaging sessions on self-advocacy, AI, careers, and more.

2. Celebrating the incredible 50-year journey of BCA.

3. A memorable Convention Dinner for an evening of celebration.

Be part of this momentous event and join us in shaping the next chapter of BCA.

Register now: [**https://bit.ly/4aCOoMd**](https://l.facebook.com/l.php?u=https%3A%2F%2Fbit.ly%2F4aCOoMd%3Ffbclid%3DIwZXh0bgNhZW0CMTAAAR0fGb1-D7xKPeJriHlyRQB8zo7i4sX3qXt3xjj-8K4EzuAa-Bt4a9_18-E_aem_I05ONvDowFCo0nwlBtJS5Q&h=AT2O5eNFLMKYVhx_OeJLmWQNI0iFwIt3wSxKPneRTrOqK8qLOJaV9C-JtNldeBM2ZeQbO4MQEFC_1brzwCBSuzQ80i71KvSVxYYB01T1Zpaquh0t0DeXDkM5f06cMFrCPK2O4BPVZXeYK48_&__tn__=-UK-R&c%5b0%5d=AT18hRx4ZVuMStDRYvbPGi9p2lMcQ4FjLCEY_OVAyF-Houg4sK43Pa4QnFEikz8rqpI44tGNTRNBLqpWUnLtsqtv8QySxWxqjLPKalw8wN_Ovm7PIdZqT3QKtT-2ge-qxzrHmmKVzXBHk7Fck2BacoIXal4A2UX6RVlt0unpFRplU4D6lTLSsaTroAJgvJxy)

[Image Description: Decorated graphic containing text that reads "BCA National Convention 2025. Individually, and together, we create change. Novotel Melbourne Glen Waverley. Friday, 13th June - Sunday, 15th June 2025."]

**X Page Overview: Last 28 Days**

**Followers**: 2,265

**Highlight post:** [**Fundraising Manager Role**](https://x.com/au_BCA/status/1896387206014812476)

Join the BCA team!

Applications are open for a contractor Fundraising Manager role. Lead fundraising strategies, build key partnerships and support BCA’s 50th anniversary celebrations.

Find the full job description: [http://bit.ly/4etU5wG](https://t.co/54bDzXx5GD)

Deadline: Sunday, 23rd March

**LinkedIn page overview**

Post with most engagement: [**Hugh Jeffrey Scholarship**](https://www.linkedin.com/feed/update/urn:li:activity:7298154519878647811)

Content: Join the BCA team! Applications are now open for our contractor Fundraising Manager role.  
  
As a Fundraising Manager, you’ll play a key role in driving initiatives that strengthen our fundraising capacity, secure vital resources, and support the future of Blind Citizens Australia and the Jeffrey Blyth Foundation.  
  
Here’s what makes this role unique: you’ll lead impactful fundraising strategies, build meaningful relationships with donors and partners, and help celebrate BCA’s 50th anniversary in 2025!  
  
Your skills and passion will directly contribute to ensuring our long-term sustainability and success.  
  
Don’t miss this opportunity to make a real difference. Find the full job description on our website: [bit.ly/4etU5wG](http://bit.ly/4etU5wG)  
  
Application deadline: Sunday, 23rd March   
  
Feel free to tag someone who would be perfect for this role or share this post to help us spread the word.  
  
[Image Description: Green decorated graphic with large text that reads "We are hiring: Fundraising Manager" above the BCA logo.]  
  
**Performance**  
Impressions: 145  
Engagement: 7  
Engagement rate: 4.83%  
Likes: 2  
Clicks: 5  
Shares/reposts: 0  
Comments: 0

**Social Media Engagement – March**

**Facebook**

Followers on 1st of month: 2,443

New followers: +2

Followers at end of month: 2,445

Total page likes: 1,813 (previously 1,799)

**X (formerly Twitter)**

Followers on 1st of month: 2,278

New followers: N/A

Followers at end of month: 2,271

**LinkedIn**

Followers on 1st of month: 558

New Followers: +12

Followers at end of month: 570