
2025 UPSES Marketing Committee Report

January 2026

This past year marked a period of transition and foundational growth for the Marketing Committee. Responsibilities were delegated based on individual expertise, allowing the committee to operate more efficiently and strategically. As this was my first year serving on the Board and as Co-Chair of the Marketing Committee, we focused on establishing sustainable systems, clarifying ownership, and setting the committee up for long-term success.

A key priority was regaining administrative control of UPSES' Facebook presence. Despite multiple attempts to work with the former President to obtain admin access, we were ultimately unable to do so. As a result, the committee made the decision to launch a new Facebook page. In conjunction with this, we implemented clear governance and access protocols to ensure continuity and prevent similar issues in the future. These safeguards are modeled after best practices I use in my professional role in marketing for a professional soccer club.

We continued our partnership with AlgoWithYou, our SEO agency, with a focus on increasing visibility for the Hall and Bingo through search. These efforts were designed to better reach the Portuguese community while also attracting new visitors unfamiliar with UPSES. In 2025, we refined this partnership by shifting email marketing responsibilities in-house under the Marketing Committee. This change allows AlgoWithYou to focus more fully on SEO efforts tailored specifically to the Portuguese Market, while giving the organization greater control and flexibility over email communications.

Looking ahead to 2026, the Marketing Committee plans to take the next step in its strategic evolution. Our focus will be on creating clearer, more visual, and more consistent content, driving sustained growth across social media platforms and our email database, and further strengthening how we communicate with both the Portuguese community and new audiences. These efforts are intended to build on the foundation established this year and support the organization's long-term visibility, engagement, and growth.