

GODORT Social Committee Meeting Minutes

November 23, 2020 via Zoom

Present: Ben Chiewphasa, Shauna Borger, Cassidy Charles, Rachel Olsen

Housekeeping

- Who will take minutes? Rachel volunteered. Ben will create a folder within Google for minutes to be stored and he will also handle putting minutes on the website
- Website presence is being updated soon, a few roadblocks to get through
- Agenda - no additions needed

Purpose of monthly meetings

- Checking in, updating one another, decision making and feedback
- Shauna and Ben will primarily handle content creation and posting but will bring things to the committee as needed
- Reviewing posting schedule, what's coming up - acknowledging that social media changes and it's important to stay flexible
- Content as recommended by other GODORT committees as well as solicitations for content - godortsocialmedia@gmail.com account will be our main channel for content ideas/requests, Ben and Shauna will monitor the account
 - Do we think people will use this? Is this the best way to handle this? The group agreed that this is a good idea in terms of organization and centralization
 - Who, apart from Shauna and Ben, will have access to this email account? It seems to be a non-issue in terms of the GODORT policies and procedures, but having an extra layer of security (adding Lynda) might not hurt - Ben referenced this page: <http://www.ala.org/rt/godort/publicationscommittee>

Content creation

- Canva is a recommended tool, what other tools work well for you? Canva seems to be the best option - if other ideas come to mind feel free to bring them up
- Ben and Shauna will rotate months in terms of social media responsibilities - Ben will start in December, Shauna in January, etc.
- The "Help! I'm an Accidental Government Information Librarian" series will pass to GODORT instead of NCLA and Lynda has some ideas for marketing
- Who is our main audience in terms of social media?
 - Mostly librarians who either work with government information or are interested in government information
 - We also want to post things that librarians can then pass on to their patrons/users
 - This might change or expand in the future

Assessment

- Should we be doing assessment of our social media practices?
- What can be gained from this? Does the benefit of such assessment match the effort that would be involved? On the other hand, would it be a good idea in terms of making sure that our content creation efforts are worthwhile?
- What are the best metrics of success?
- This is something we can continue to think about and talk about in the future

Monthly meeting times and days

- Doodle poll coming for next meeting, which will be in January
- Scheduling regular meetings will come soon but may need to wait for a while