GODORT Social Media & Outreach Committee, ALA Virtual Meeting
June 14, 2023 at 1:15pm EST

In attendance: Rachel Olsen (Chair), Ben Chiewphasa (Chair-elect and Technology Committee Representative), Kim MacVaugh (Committee Member), Sanga Sung (Committee Member), Benjamin Aldred, Kian Flynn, Samantha Hager, Bernadine Abbott Hoduski, Jenny Groome, Susanne Caro, Mike McCaffrey

Agenda:

- Welcome & introductions
- Volunteer to take notes
  - Chiewphasa taking notes
- Posting during ALA Annual in-person events and leading up to ALA Annual
  - Olsen: We should consider building excitement around events vs. duplicating announcements. How to do so?
    - I.e., post some history about Glessner House
    - Committee members are encouraged to create new content or remix existing ones in the group's Canva account. Olsen: “If anyone on the committee wants to make edits to Canva templates, they are welcome to do so!”
  - Olsen: On the 25th, during the awards reception: If there’s any non-committee members that are going to be present and would like access to Twitter (https://twitter.com/godort) and Facebook page (https://www.facebook.com/GODORT/), the committee can hand you log-in credentials.
  - Olsen: For the awards reception, regarding Facebook livestream or recording
    - The idea right now is to at least have someone record the awards—especially the Lane/Virginia F. Saunders Awards. Sung will be the one recording
    - Olsen has content related to awards that will get distributed through socials (content was retrieved from Alison Downey)
  - Flynn: Since Sanga is the only one at the ALA Awards ceremony, ask if she’s comfortable with taking photos.
    - Sung: Yes! We should be good!
  - Last year’s hashtags: #GODORT #ALAAC23
    - Flynn: “We can add those hashtags to the Awards Ceremony slideshow too.” Alison Downey will be the one working on slides, so Flynn will make sure she adds them to slides
  - Caro on a suggestion to crowsource images: “You could ask people to post about gov. tables like LOC, and the others that are there. It always feels like an Easter egg hunt to locate them all.”
Future posts will reflect the updated Readex auction deadline: Auction bidding ends at 4 pm EDT on July 7, 2023

- Officer changes starting in July
  - Confirmed: Olsen moving to at-large committee member next year
  - Chiewphas taking over Chair role after conclusion of ALA Annual