

YALSA Board of Directors
ALA Midwinter Meeting 2021, Virtual
January 22-26, 2020

Topic: Social Media Marketing Taskforce Expansion

Background: Since the establishment of the Social Media TF, YALSA has improved upon highlighting the work of the Selected Lists and Teens Top Ten. While there is still work to accomplish in developing interactive content, YALSA’s cumulative efforts have reached a point in which the taskforce can now expand upon its initial charge and increase its attention on Member Recognition developed content. This document is brought forth by Amanda Barnhart with significant input from Todd Krueger and Franklin Escobedo.

Action Required: Action

Overview:

Due to the pandemic, the Social Media Marketing Taskforce efforts were derailed. However, the taskforce acknowledged that the Selected Lists and Teens Top Ten work has been better highlighted than earlier efforts. The taskforce chair recommended that this group can renew its efforts to increase the interactivity of social media content for the Selected Lists as well as have the capacity to increase its focus on additional YALSA efforts and activities. Such efforts would also support the strategy in the Interim Strategic Plan FY21 that “YALSA’s programs, activities, and communications to promote the transformation of teen library services are on a virtual platform.”

The description offered below would encompass the new charge of the Social Media Taskforce.

Suggested Charge:

This group will be responsible for using social media to widely market three foci of YALSA activities. The expansion increases support for Member Recognition and delves into a new area of support for major YALSA events. This direction encourages expansion of content while not overburdening the group’s workload. Specifically, the three areas are defined as follows:

- Support for YALSA selection lists (Amazing Audiobooks, Best Fiction for Young Adults, Great Graphic Novels, Quick Picks and others) and the Teens' Top Ten list that complements the work already undertaken by the Blogging Team and the Communications Specialist. Additionally, the taskforce will highlight diverse titles that have been nominated such as using specific hashtags or a color palate to promote content.

The chair of the task force will work with the chair of the HUB, the selection list coordinators, and the Communications Specialist to establish an effective process for developing and posting content to YALSA social media channels.

- Member Recognition of volunteer efforts was included in the previous taskforce charge through the Selected Lists and Teens' Top Ten. The taskforce will continue to promote recognition of the members as well as winners of the grants, jury awards and scholarships. The taskforce will coordinate with the chairs of each award/jury/scholarship jury or committee to release timely content.
- Support for the YALSA Symposium and the Youth Media Awards events, such as short author interviews or highlighting programs that will be featured at the event. The chair of the task force will work with the chair of the YALSA Services Symposium Marketing & Planning Taskforce and YALSA staff to increase attention and encourage participation in these events. As both events will be virtual this year, it will be valuable to increase reach in communicating to and with members.

Group Size: 7-9, including the chair

Group Type: Taskforce, virtual opportunity with the option to renew for one year.

Date: October 5, 2020 - July 1, 2021

Additional information: TF to manage and share content created by YALSA groups and branded content from YALSA . The chair of the taskforce would collaborate with the YALSA Communications Specialist to determine best processes for effective delivery of content, including if the chair should maintain login access to YALSA's various social media accounts.

Financial Implications:

The Social Media Taskforce will manage content developed by any YALSA committee that has specifically been made for delivery through one of YALSA's social media channels. Having the taskforce oversee its management will ensure quality of content and lessen the workload for the YALSA Communications Specialist. The chair of the Social Media Taskforce will collaborate with the YALSA Communications Specialist to determine the best process for efficient delivery of content through YALSA's communication channels.

Measuring Impact:

The Social Media Taskforce will need to evaluate each of the three foci established for this upcoming year, including:

1. how the taskforce perceives their success in delivering content to members through the various YALSA social media channels by the taskforce,
2. the workload of each participating group,
3. as well as the processes used to communicate with the YALSA Communications Specialist and the YALSA chairs and committees who may be assisting in the creation of content.

4. The Social Media Taskforce will offer the YALSA Board recommendations using data to support report findings, including where their efforts should best be utilized in subsequent years.

Alignment to Equity, Diversity, and Inclusion Goals:

The taskforce supports the YALSA EDI Plan’s goal to “align our policies and practices with our EDI vision” by developing special promotion of diverse titles that have been nominated by selection lists or Teens Top Ten. Also, having a volunteer group monitor YALSA social media channels and hashtags, will improve the checks and balances system in elevating members’ concerns regarding EDI when they are communicated at YALSA through one of the maintained social media channels.

Proposed Board Action:

The YALSA Board directs the YALSA President to appoint a taskforce according to the description of the group included above.

Additional Resources:

- Interim Strategic Plan FY21, http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/Board%20Doc%20Interim%20Strategic%20Plan%20FY%2021_0.pdf
- YALSA EDI Plan, http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/2018_YALSA_EDI%20Plan.pdf
- Selection List Marketing Plan, http://www.ala.org/yalsa/sites/ala.org.yalsa/files/content/BoardDoc24_SelectionListMarketing.pdf
- YALSA Facebook, <https://www.facebook.com/yalsa>
- Twitter, <https://twitter.com/@yalsa>
- YouTube, <https://www.youtube.com/user/YALSA1957>
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