



AS Communications Committee

Wednesday, March 2nd, 2016

4:00pm

VU462B

- Members:** ***Present:*** Kelly Mason (AS Communications Director, Chair); Israel Rios (ASVP for Activities, Vice Chair); Ginger Reinauer (AS Webmaster); Mitchell Lee (AS Outdoor Center Marketing Coordinator); Victor Valadez (Information Technology Specialist 3); Conor O'Keefe (AS KVIK Assistant Coordinator); Jordan Van Hoozer (AS KUGS Program Director)
- Absent:*** Brain Gliński (AS KVIK Coordinator); Marina Price (AS Review Editor-in-Chief); Bridget Williams (AS Organizing and Outreach Coordinator); Alan Leung (AS Productions Assistant Director for Marketing and Assessment); Kaitlin Backus (AS KUGS Marketing and Development Director); Gabriel Ibanez (AS Ethnic Student Center Internal Coordinator); Sierra Tryon (AS Communications Coordinator); Anna Kemper (AS Environmental and Sustainability Programs Program Director); Brianna Broadwater (AS Publicity Account Executive 2)
- Advisor:** Jeff Bates (Publicity Center Coordinator)
- Secretary:** Octavia Schultz (Board Assistant for Internal Committees)
- Guests:** Kelly Grady (AS Club Support Specialist); Amber Carrow (Environmental and Sustainability Programs Representative)

Motions: No motions were made.

Mason called the meeting to order at 4:06pm.

I. Discussion Item

a. Social Media Account Information Form

Reinauer stated that an encrypted spreadsheet was the best platform to contain password information about social media accounts. Mason suggested using an OrgSync survey to gather that information. Valadez stated recovery emails linked to accounts were important to gather as well. Reinauer stated that passwords that were the same as employees' personal accounts needed to have been changed as well. Mason stated that all OrgSync admins could have accessed the information. Reinauer stated that once the forms were put into the encrypted spreadsheet it would have been secure.

b. Social Media Strategy Review

Bates stated language impacted the audience for posts. There was discussion about the best times each day to post. Bates stated that it was important to continuously create content.

II. Information Item

a. Boosting Posts on Facebook

Mason brought up a PowerPoint presentation. She stated that advertisements were available for purchase on Facebook and that the organization should have begun using that opportunity. Lee stated the Outdoor Center had used advertisements for a recent event. Mason noted that the more money was that used to purchase an advertisement, the more people the ad would have reached. She stated there were multiple options for boosting posts and content on the site. Reinauer inquired if there were analytics for the success of the page. Mason stated the page had not received much traffic. Reinauer stated there were other ways

to increase visibility of posts before paying for advertisements. Mason agreed. Lee stated the Outdoor Center Facebook page had similar traffic issues as the main AS page, but noted that when a post was linked to organizations within the community, the posts got more traffic because those organizations shared them. Reinauer inquired how posts were tagged. Mason noted that tags were not used. Grady stated it was possible to view which times of day received the most web traffic. There was discussion about using other methods to make the pages more visible. Rios stated that the previous year when he had worked in the Social Issues Resource Center that boosting an event through Facebook had been very successful.

b. Publicity Checklist

Lee stated the list would have been helpful for those that were new to their positions. Rios stated the checklist would have been good as a follow up to trainings. Mason suggested making the list laminated so it could have been checked off and reused. Grady stated the list would have been helpful for club events as well. Reinauer stated that a training on content creation and cultivation was needed. Mason stated she would create a draft list and present it at the following meeting. Lee suggested including contact information for publicity resources.

III. Adjourn

Mason adjourned the Meeting at 4:37pm.