

2014 Agendas and Meeting Notes of the  
Minnesota Library Association  
Communications Committee

**Jump to...**

March 26, 2014 agenda & meeting notes ..... 2

## MLA Communication Committee

Notes for March 26, 2014 from 3 p.m. – 5 p.m.

In person: Randi Madisen, Claire Wilson, Jody Wurl

GoToMeeting: Natalie Eierman, Megan Krueger, Chris Magnusson, Sarah Hawkins

Not in attendance: Kristen Erickson, Billy Hinshaw, Carla Lydon, Nathan Wunrow

**Assignments:** please contact Jody if you are interested in any of the following

Activity	Volunteer	Volunteer
Digital history project	Sara Ring (former chair)	Needs more help
Roundups	Jody	Needs more help
Facebook	Chris	
Flickr	Jody	Needs more help
LinkedIn	Megan	
Pinterest	Sarah	
Twitter	Natalie	Send tips for content to her
Vimeo	Jody	Needs more help
YouTube	Jody	Needs more help
Analytics	Jody	Needs more help
Website	All of us, sections tbd, will check for dead links, content tweaks	Jody will focus on photos
Wikipedia	Sarah	Megan

## Welcome and introductions

- **Management HQ:** note you may contact Claire directly with your requests and comments
- **Group gmail:** please use our google group email to contact the team or create your own email distribution list; the gmail account we use to set up social media, etc. is also where we store our team documents
  - [mla-communications@googlegroups.com](mailto:mla-communications@googlegroups.com)
  - [mlasocial@gmail.com](mailto:mlasocial@gmail.com) (contact me for password if you need it)

## Forthcoming

- **Digital history project:** Sara Ring is coordinating this project and would like to start this spring. Our historic documents are with the MN History Center. We'd like to review them and digitize ones that can be used to tell our story in our communication efforts, including social media. She is looking for additional volunteers to review documents, assign metadata, etc.
- **Forums:** With the new management company comes a new back end to our website, one which will allow groups to have shared digital workspace and forums. Claire will have more information on how this will work the week of March 31. We will then open up this functionality to our membership.
- **MLA's conference:** Work on the conference for us starts mid-summer. We edit conference documents including the program guide, populate the online Sched software, and take photos and create social media posts at the conference. We will work on assignments starting this

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summer.

- **MLA's strategic plan:** Specifically, review pages 15, 19, & 20 to find mentions of our group. Please be aware of the 4 strategic directions we are taking as an organization. Michele McGraw noted the plan has been shifted to a calendar year to better align it with Board terms. Board members will be assigned to each of the 4 directions at the April Board meeting. Quarter 1 projects should mostly be completed. No new projects will be added until the April meeting when any remaining work on earlier projects and the Quarter 2 projects will be addressed.

**Roundups and notifications:** Jody is looking for help with managing our monthly Roundup newsletters. In general, we should start studying additional notifications that are sent out by other work groups to determine communication flow. Currently we have 3 events that happen in the same month. Is there a way to spread these events out over the calendar year so our members don't receive "too many emails"?

## Social media

- **Active channels**
  - Facebook – Chris manages this channel and posts 2-3 times a week.
  - HootSuite – This tool may be used to manage Facebook, LinkedIn, and Twitter. It allows you to create and schedule posts that may be published at a later date, as well as allowing you to view multiple lists of tweets simultaneously.
  - LinkedIn – The Board gave us permission last year to set up an organization page. Megan has volunteered to start the process and the discussion on how to manage this channel.
  - Pinterest – This account was set-up to support Appy Hour at conference. Multiple boards already exist for recommended apps with various focii. Sarah has volunteered to work on a strategy to add additional content for this channel.
  - Twitter – Natalie manages this channel and posts daily. Natalie invites you to send tips for content directly to her.
- **Passive channels**
  - Flickr – Jody manages this channel which is most active during MLA events. It is mainly used for archival, not social, purposes. Reminders should be sent to groups hosting events to take photos, with the email address to post them directly to Flickr.
  - Vimeo – We have a place holder account. One goal for this year is to start a strategy around video. Jody manages it in the meantime.
  - YouTube – We have limited content on this account. In 2013, we created a video at conference on librarian shoes. One goal for this year is to start a strategy around video. Jody manages it in the meantime.
- **Analytics:** Jody would like to start a baseline for engagement and come up with a strategy for improvement. She is looking for volunteers to help in this project.

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### **Other online presences**

- **MLA website:** Claire would like our team to review the new website, looking for dead links, errors, missing content or outdated content. Jody will send out an email where people can volunteer for certain sections. At some point we will solicit photos for the website. Jody will communicate with the Board around a strategy to do so.
- **Wikipedia entry:** Sara Ring was able to establish a stub entry for us. Sarah and Megan have volunteered to review other associations' Wikipedia pages for idea and enhance the content of our entry.