

DC/SLA April 2012 Communications Secretary Board Report

Strategic Communications Plan

- ★ See attached Twitter policy

Communications Committee

- ★ Met with committee to talk about about communication's volunteer opportunities
 1. Mail Campaign - Lisa Pogue - Lisa's going to work with mailchimp - an email newsletter tool to develop targeted emails for different membership campaigns for us this year.
 2. Membership Liaison - Abi Morgan - is going to work with our membership director to develop marketing material for the chapter. She's also going to handle selecting a few members from our roster each month and offering them a chance to write a blog post for Member Spotlight on the blog or do a micro-interview for DC/SLA Radio. If someone sends written material for the blog she'll forward their post and photo to the blog editor for them to post.
 3. Blog Editor - Laura Choyce -Is going to manage our blog and coordinate blog series material like vendor/partner spotlight and Leaders unleashed. Periodically they'll send emails to our discussion list either soliciting material for the blog and will post notices to the list when new blog posts have been added. We'll get them access to the blog so they can post directly to the blog themselves
 4. Twitter Editor - vacant - Will manage our presence on Twitter. The attached Twitter guidelines go into more detail on this position's duties but the general idea is that they'll use both to promote our programs, promote the employment portal, solicit feedback on programs, retreat relevant tweets or blog posts from people in the profession, shine the light on our members' tweets or blog posts by retweeting them or sharing their posts. They'll send a call out over the list asking for our members to send us info about the twitter handles or blogs.
 5. Facebook Editor - vacant- very similar to the Twitter Editor but will focus solely on our Facebook presence.
- ★ If you know of anyone who you think would be great for Facebook or Twitter please let me know

Board profiles

- ★ So far I only have Gretchen's post in the bank. If you haven't already try to get your posts in soon that we have more for future weeks.
- ★ Aim to publish one board profile a week
- ★ Please include a picture we can use with your answers
- ★ Copy of the questions:
 1. In 30 seconds or less how would you describe what you do at your job to someone outside the profession?
 2. In your career or work with SLA whats the thing your most proud of? (Is it an award, solving a problem, etc.) What makes it so special to you?
 3. Fast forward to DC/SLA's Annual Meeting at the end of your term, what's the one thing you hope people in the chapter remember you for in your current position?
 4. What's something outside the profession you're really passionate about?

5. Finally still looking outside the profession, tell us something about yourself that we don't know.