

Communication Committee Minutes – Fall 2018

Report from Katie about Social Media Platforms: Twitter is maybe going away so not spending a lot of time there. Linked-In is changing and that isn't helping us, but it is there to add validity for members to put on their resumes. The platform is changing and might end up being more useful to us and allow us to have our own page. The algorithms of Instagram are changing and not to our benefit. Have had good traffic on the FB pages; spending more energy there rather than in the other areas.

- Need to find a way to be more “sassy” and humorous on Twitter to stay relevant.
- Maybe finding a way to post humorous items that get people to tag and share on Twitter.
- Find ways to encourage sharing and using the hashtag #englishmatters more frequently.
- Need to find ways for chapters themselves to be visible and getting their communication out there. Encourage chapters to not just “like” or see posts, and add comments.
- We need to help find other chapter presidents---can Write Away do that?

Changing the blog and the newsletter that will be Footnotes and go out twice a month with shorter and more organic content. Will also be very pictorial and will have material that can be more easily and quickly shared on social media.

Getting chapter presidents' information continues to be a concern. Maybe someone can tag their chapter president or do a roll call of certain chapters to incentivize those folks to post. Post a roll call at the beginning of the semester on the regional FB pages to see who is there and who is going to maybe be posting.

- Is there a possibility incentivizing posting through give-aways of some kind? (providing a discount at Convention or entered in a drawing for chapter presidents or other individuals in the chapter who check in, post, tag others, etc.)
- Providing a competition between chapters (who can write the best limerick?)

Hard Copy Book Recommendation: Concerns were of the following nature: 1) Concern about the cost of shipping the materials 2) Concern about schools that are pressed for time and may not be able to get their journals sent in on time 3) Concern about schools that have ONLY a digital form and may not want to print a hard copy 4) Not enough traffic at display table at Convention to warrant having them be there---how can we increase the traffic to look at these journals? Can chapters bring copies that are highlighted for sale?

Pros were of the following: 1) It is part of what we do as a profession---the literary arts journal is part of what we do. 2) The cost is probably only \$10 is shipping cost 3) The digital copies are harder to judge side-by-side with hard copies, sometimes, because they don't always look as nice. 4) Having a physical archives for the literary arts journal has historical and professional significance.

We didn't come to a consensus about this. Perhaps a middle ground could be added of allowing a choice for chapters to send in physical copies or ONLY digital copies.