

SL and Regent Meeting Minutes

September 16, 2022

- Opened with brief introductions.
- Brett mentioned that the agenda is edit friendly and everyone should feel free to make changes as needed.
- Everyone reviewed the anonymous social media survey results in order to gain a better understanding of current SL's perceptions of society social media use and how we might move forward.
 - Felicia mentioned that the Regents talked about the potential use of Discord.
 - Much discussion happened around TikTok.
 - Felicia and Autumn both mentioned that SLs may want to create content for social media that they can use in future portfolios.
 - Kaitlynn brought up the fact that, in order to be successful on TikTok, we would likely need to post multiple times per day, which is really not sustainable.
 - Anthony shared some security and other concerns that show that TikTok may not be in line with our missions as a group. Felicia and Autumn also echoed this sentiment.
 - Baylee noted that, even if you follow people on TikTok, that does not guarantee that is what you will see. Other social media platforms are better at disseminating content when you follow an organization.
 - Felicia wondered about using Twitter as a new platform.
 - She also said that you sometimes have to be careful on Twitter if you want to stay professional.
 - Katie said the society as a whole tends to get the least amount of engagement, and many student leaders often don't have accounts to begin with.
 - Carrie said that we should be encouraging faculty advisors to be more engaged, as well.
 - Felicia said this could be particularly important in the regional Facebook groups.
 - But she also said that some of the engagement problems may just be societal – people are tired and we can't take on all of that responsibility. But it could influence some of our content.
 - Felicia brought up the idea of addressing different audiences – students, faculty advisors, and a wider audience.
 - Catelyn noted that we need to be thinking about the kind of content we want to make.
 - If we want text based, Facebook type posts, those don't live well through pictures and videos.

- Elfie said that, while we may want people to reach that kind of content, we may have to innovate how they find it.
- Brett moved the discussion to last year's social media survey, which included a lot of feedback about the regional Facebook groups.
- Autumn mentioned that she likes the regional Facebook groups and feels that, even if there isn't as much engagement, it is an established platform and we know that people are seeing the posts.
- Autumn also asked about moving toward Instagram and potentially creating regional groups there.
- Katie noted that a lot of people engaging with content are alumni, which is another audience we should consider.
- Elfie asked about paid advertisement.
 - Katie said she is not sure this will get us the results that we want, as the amount of increased visibility we would get may not be worth the money we would spend. She is worried about if it would be financially responsible.
 - Kaine said that we also have to consider how many of those extra people who see the content will really care.
 - Felicia said that it could be worth it depending on what the paid advertising is about, such as something geared toward the Imagination Library.
- Ami asked what the overall point of the social media accounts is, if running them is not fostering leadership skills, if we are not really getting engagement, and if information is simply being sent out there.
 - Would it be better to rethink how we are trying to frame this and use the accounts just to send out information?
- Autumn wondered about starting kind of mini-blogs that could be subscribed to.
 - She noted these could be tailored to regions and would make it easier for SLs to keep a record of the work they are doing.
- Brett noted that we are nervous about asking SLs to stop doing Facebook posts because it is one of the only region based things we ask them to do consistently.
 - So we wanted enthusiastic consent from the regent before stopping the two posts per month.
- Felicia wondered about the optimal timing for regional events. In order to run things in October, planning has to start in August, which is not easy.
 - Do regional events just drive traffic toward Convention, or can they be other times and serve other purposes?
 - Elfie proposed sending out a survey to regional participants this year to see what works and what doesn't.
 - Amy also mentioned that regional events could be used to help people feel more confident in coming to Convention; Autumn said it could be another way to engage people who cannot make it to Convention for whatever reason.

- Katie noted that we do have our Banned Books Week social media contest running next week; try to promote it within your chapters and to larger audiences, as you can.
- Further discussions took place in breakout sessions to talk about future work and upcoming regional events.