

GODORT Social Media & Outreach Committee, ALA Virtual Meeting

June 14, 2023 at 1:15pm EST

In attendance: Rachel Olsen (Chair), Ben Chiewphasa (Chair-elect and Technology Committee Representative), Kim MacVaugh (Committee Member), Sanga Sung (Committee Member), Benjamin Aldred, Kian Flynn, Samantha Hager, Bernadine Abbott Hoduski, Jenny Groome, Susanne Caro, Mike McCaffrey

Agenda:

- Welcome & introductions
- Volunteer to take notes
 - Chiewphasa taking notes
- Posting during ALA Annual in-person events and leading up to ALA Annual
 - Olsen: We should consider building excitement around events vs. duplicating announcements. How to do so?
 - I.e., post some history about Glessner House
 - Committee members are encouraged to create new content or remix existing ones in the group's Canva account. Olsen: "If anyone on the committee wants to make edits to Canva templates, they are welcome to do so!"
 - Olsen: On the 25th, during the awards reception: If there's any non-committee members that are going to be present and would like access to Twitter (<https://twitter.com/godort>) and Facebook page (<https://www.facebook.com/GODORT/>), the committee can hand you log-in credentials.
 - Olsen: For the awards reception, regarding Facebook livestream or recording
 - The idea right now is to at least have someone record the awards—especially the Lane/Virginia F. Saunders Awards. Sung will be the one recording
 - Olsen has content related to awards that will get distributed through socials (content was retrieved from Alison Downey)
 - Flynn: Since Sanga is the only one at the ALA Awards ceremony, ask if she's comfortable with taking photos.
 - Sung: Yes! We should be good!
 - Last year's hashtags: #GODORT #ALAAC23
 - Flynn: "We can add those hashtags to the Awards Ceremony slideshow too." Alison Downey will be the one working on slides, so Flynn will make sure she adds them to slides
 - Caro on a suggestion to crowdsource images: "You could ask people to post about gov. tables like LOC, and the others that are there. It always feels like an Easter egg hunt to locate them all."

- Future posts will reflect the updated Readex auction deadline: Auction bidding ends at 4 pm EDT on July 7, 2023
- Officer changes starting in July
 - Confirmed: Olsen moving to at-large committee member next year
 - Chiewphasa taking over Chair role after conclusion of ALA Annual