

# GODORT Social Committee & Outreach Committee

## *Meeting Minutes*

November 21, 2023 (3:00PM-4:00PM EST)

Present: Ben Chiewphasa (chair), Patty Takacs (Co-chair), Melanie Sims, Sanga Sung, Kelly Wilson

- Notetaker
- [instagram.com/godort\\_ala](https://www.instagram.com/godort_ala) workflow
  - Same log in as Facebook and Gmail accounts
  - Handle: Godort\_ala
  - Connected to Facebook account
  - We can post both facebook/instagram together through business.facebook.com
  - However, since Instagram is very image-focused, there would be posts where we just want to post in instagram vs Facebook.
- Updated [Social Media Committee Knowledge Base](#) document
  - Canva: log in with GODORT gmail log in. Space we create content/store past content. Especially recurring content, we pull from the Canva collection and adapt.
  - To streamline the process, we will be posting through business.facebook.com.
  - There seems to be more engagement with the Facebook account, but X gets traffic especially with retweets, so both platforms are valuable.
  - We can post about activities and news from individual libraries.
  - General workflow & posting to each platform workflows are all updated.
  - Ben: Make sure to clarify that we're sticking with either squares or horizontal image sizes for all accounts.
- @godort\_ala launch
  - Account description: using facebook one for now: GODORT is a resource for information professionals who work with and manage Government Information
  - Note: Noticed that the account was locked when trying to log on during 11/20/23 (probably due to inactivity). Have since reclaimed the account.
  - Test post was a success
- [Posting schedule for December](#)
- Future projects:
  - Discussions with Technology Committee about social media presence on [GODORT homepage](#) - Kelly is going to talk to the bigger team about options
  - Cover graphic for Facebook account - did it!
  - Documenting new workflow hiccups - report back if there are any issues