Web/Social Media Workgroup Meeting – September 4, 2014

Eric, Jeff, Kjerstin, Ella, Carol

We started with a topic not on the agenda **– the idea of creating Pod-Casts from various sources and posting through i-Tunes University. Content sources:**

1. Video taping all future Bagels and Bytes
2. Guest speakers participating in TRI sponsored events
3. Interviews with Center Directors and other staff

Jeff and Eric will be responsible for setting up video for B&Bs – of course with the permission of the presenter.

**Review of analytical tools available and what we can learn about our web and social media strategy - schedule monthly/quarterly reports**

After some discussion about the expertise it takes to pull and analyze data from website and social media analytical tools, it was suggested we talk to Gail Leslie about joining our group with the specific task of creating a monthly report for TRI and each Center. Carol will talk to Gail and find out her interest.

We also agreed that we would hire a student worker to help optimize our social media reach. This person would look for opportunities to re-post from trusted partners (with advise from each Center), re-post from TRI through the other Centers’ FB and Twitter accounts – so we create more of a viral algorithm, and explore hot hashtags for our posts. Ella will alert Nancy to our desire to hire – and Ella and Kjerstin will work on the job description.

**Review content ideas submission process (brags, events, and story ideas) - how has it been going? What can be improved? Publishing Calendar in hallway/online?**

We discussed the process of getting story ideas and lists of scheduled events. It was good that in the month that Carol was away, the news section was very active. But there was still some disconnect between Carol and Rox about what larger stories Carol had in the pipeline and therefore, what Rox could be working on.

We weighed the benefits and practicality of electronic vs. physical publishing calendar and decided we would create a hallway bulletin board that would track 3 months of story ideas at a time. It would specify what stories were currently in development (both longer Blogs and shorter news stories) and provide a space for story ideas. It would also invite staff to take on the task of writing (Amy, John, and Jeff have already contributed). Once a story was posted, it would be put in a “posted” section – letting Kjerstin know there was something to broadcast out to social media. Carol will work with Nancy to identify which hallway bulletin board we can use.

For posting upcoming events – this will become part of the Directors’ check in at the monthly Centers Team Meeting.

**Find a way to highlight Directors on each Center's staff page**

Jeff will create a way for each Center Director’s profile to appear at the top of their Center’s staff page. We also need to encourage people to fill in the “Title” field on their profile pages, so that it will appear at the top of their bio.

**Populate Library categories - it needs to be more robust**

Recently Jeff hid any Library category that didn’t have any content. It’s time to get content for TRI Center relevant categories and populate the Library.

Project Directors will be asked to identify document currently on the I-Drive that should go in the online Library, and send the location of those documents to Kjerstin.

DeafBlind category would contain the most recent materials from NCDB.

Jeff will send a list of current categories to Ella and Carol for review. The final list of categories should reflect the scope of work that can be found across Centers.

The Library should definitely include peer-reviewed published articles – like Patti’s article in Young Exceptional Children. Include a short abstract of the article, then a link. And check in with Mark Shallock for his published articles.

**Make a TRI-wide Calendar – like a google calendar that lists all events with pop up for more info**

In addition to having the five most immediate events in the Upcoming Events section of the website, Jeff will embed a Google Calendar (or something similar) into the website. We can then say, “for a complete list of upcoming events and trainings, click here.”

**Usability testing?**

Yes. Jeff will find 6 testers and create a questionnaire and process for us to find out what is and is not intuitive about the navigation and structure of the website.

**Sponsored Research Office page – CDB/NLCSD? Do we migrate to TRI pages or leave where it is? What other projects should go there?**

Jeff will migrate the NLCSD content from the WOU page onto a TRI page –

Ella will write new content for the Sponsored Research Office page, and Rox will post when she gets back.

**Better notes in Asana - so that two weeks from the posting we still understand the task**

Please remember when creating a task on Asana to be very clear and detailed. It may be several weeks before you or someone else gets to the task and the parameters have to be clear.

**Preparing to launch the TRI Newsletter (and take over the QRIS Newsletter)**

Kjerstin has been developing a good grasp of the enews templates, email lists. We discussed content and schedule. We thought we would begin with a monthly newsletter to be sent on the last Wednesday of each month. The first one should contain a brief intro to each Center, something representing each Center, recent Blogs, and recent staff publications – specifically Patti’s.

**Assignment: Review Wikis – Group Owner Responsibilities/Strategies for Maintaining Website/Protocols for Media Outreach – we’ll discuss next meeting.**

Everyone, please visit our Group page and look at all the Wikis (listed above). These are works in progress that need you input before we create final drafts that are shared out to the rest of TRI.