

7/31/18

Social Media Reclamation Action Steps

- Worked through Social Media Reclamation Action Steps. Updates are as follows:
 - **Reclaim Facebook Account @MPLALibraries -- Failed attempt; backup plan in progress**
 - Unsuccessful attempt to gain admin access to page - Dan's page was memorialized however, he remains the admin of the page.
 - [New page](#) was launched and I'm working to transfer photo albums and increase page likes to the new page
 - Working to add 15 page admins (admin committee, comm comm, web master, newsletter) and 20 page editors (state reps and committee chairs)
 - Asking MPLA members to invite their MPLA/library friends
 - **Restarting [Twitter](#) – Complete**
 - Regained access using extensive password recovery investigation
 - Working on plan to share login/posting
 - **Stop Promoting/Dissolve YouTube Account – Complete**
 - YouTube icon has been removed from MPLA website
 - Unsuccessful attempt to remove videos/account so it will live out there in the ether untethered to the MPLA website or other social media account.
 - **Transfer photos over from Flickr account to Google Drive - pending 2018 conference**
 - Due to this year being the 70th anniversary, I left the Flickr icon on the MPLA website as-is until there is a solid plan for where to house photos and how to house photos. I figure there will be a lot of photo gathering and reminiscing this year.
 - **Social Media Icons on MPLA website – Complete**
 - Roy updated the social media icons on the website to remove the inactive accounts and update the Facebook link
 - **Next Steps**
 - Continue adding Facebook page administrators/editors
 - Continue to transfer old MPLA page Facebook photos over to new MPLA page
 - Work up solution for Hootsuite or other posting platform for CommComm and other MPLA Board members to use to post to social media channels
 - Figure out way to link Facebook to MPLA email account as login rather than a personal account

- Develop succession plan for social media hand offs for officers and committee chairs as part of the process
- Develop social media posting schedule for Communications Committee and Chairs

Additional Updates

- Created and submitted image and worked with Newsletter team to include something in the Aug/Sept Newsletter to promote the new Facebook page and Twitter handle that's up and running again.
- Wrote and scheduled posts for Facebook and Twitter
 - Promoted Award Nominations as requested
 - Promoted Board Meeting as requested
- Created image for Board Meeting save the date – posted on social media
- Monitor Communications@mpla.us email
- Worked with Membership Committee on potential conference shipping/printing dilemma in order to still have materials available at MPLA booths

Committee Changes

- John Crockett resigned as Communications Committee Co-Chair. Cyndi will assume the duties John was working on including:
 - Build Communications Committee from interested members and past committee members
 - Organize Communications Committee meetings