

MPLA Communications Committee Report  
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- John Crockett reached out to Melanie Argo, newsletter editor, about the communications committee working together with her
- Since one of the main committee tasks is to provide social media content, Cyndi and John are prioritizing reclaiming access to many of the MPLA social media channels. We propose the following plan of action:

## **PROPOSED PLANS OF ACTION**

### **1) Reclaiming Facebook Account [@MPLALibraries](#)**

- **Current Scenario:**
  - No one has the admin access to the MPLA Facebook page (Dan Chaney held the only admin role and he passed away in Dec 2016).
  - The current page editors include:
    - Judy Zelenski
    - Marlene Anderson
    - Nicole Crethar
  - Why an “editor” role isn’t enough
    - While editors can continue to post content, they can’t modify many of the page settings, add new editors to the page, or adjust any of the page contribution roles ... aka we’re stuck the way it is forever and if/when the current editors no longer want to post on behalf of MPLA, the organization could no longer update the page.
    - Because Facebook ties organization pages to personal profiles, we can’t simply share logins to keep this going.
  - Facebook has a larger following over (1,222) so I'd like to put what effort we can into salvaging the page, however it appears there’s only one more method to try before completely starting over. That new method has some risk of losing the page so that is taken into account within the proposed next steps
- **What We’ve Tried/Seen on Facebook:**
  - We’ve followed several help forum suggestions that claim to resolve our problem. So far, every attempt to contact Facebook about the issue just results in the same automated responses (see appendix for automated message) that they don’t support business pages. So far all of these have involved the form called “Special Request for Medically Incapacitated/Deceased Person’s Account”
  - We would like to try this help forum [process](#), however this process would involve requesting that Dan Chaney's personal facebook page be [memorialized](#).
    - By "memorializing" Dan's personal Facebook page, that basically that tells Facebook that Dan has passed away and they put it in a security setting that doesn't allow anyone to log into that account. It changes his page to say "Remembering Dan Chaney" and his personal profile will stay there (people can still tag him/post memories/etc.).

- Risks with this plan: It appears there also may be a risk that the page would be removed from Facebook - however that contradicts the help article that says it becomes an ["unmanaged page"](#) that we can then claim as our own.
- Based on what we've seen, we don't fully trust what's on Facebook's help center/links. If you click in too deep, you get to broken links, so we hope what's stated is still the current process.
- **Proposed Next Steps:**
  1. Ask permission from Dan's family to memorialize his personal page so we can take the next steps to regain admin access to the MPLA page.
  2. Create a new Facebook page for MPLA and post a link to the new page on our current MPLA page.
    - Suggested post: "Stay in touch with MPLA. We're undergoing a few changes and might lose access to this MPLA page. Please follow this new MPLA page Facebook page [LINK TO NEW PAGE] as this current page may be closing soon due to a lack of full admin privileges"
  3. Schedule a Facebook post on the current MPLA page 2 weeks into the future to post as a backup in case our desired outcome isn't achieved.
    - Suggested post: "We were unable to transfer ownership of this page to the MPLA executive board, therefore, we have lost access to this MPLA page. Please follow this new MPLA page Facebook page [LINK TO NEW PAGE] for any future updates."
  4. Request [Dan's account to be memorialized](#)
    - If that works, then the MPLA page would be "unmanaged" which would hopefully give us the option to claim that page and verify the business information from the page with documentation.
    - If we can get Dan's account memorialized and claim the unmanaged page, then we can "unschedule" the post from step 2 and delete the newly established MPLA page.
    - If we can't get this plan to work, the last post to the MPLA page states that all future updates will be on the new page.
- Any other thoughts, questions or ideas?

## 2) Restarting [Twitter Account](#)

- **Current Scenario:**
  - No one has the login to the MPLA Twitter account, therefore, no one can post updates.
  - We believe the login was tied to Dan Chaney's email and the only way we could gain access to Twitter again is to have access to the email associated with the account (Dan's email) to get a password recovery.
    - Does anyone know any other history relating to the twitter account and/or the email account associated with the account?
  - Twitter has 299 followers
- **Proposed Next Steps:**
  - Start a new Twitter account
  - Provide a new link to the webmaster to replace the social media icon on the website
  - Start tweeting again and rebuilding MPLA followers on a new account
  - Flag old MPLA account to be removed (multistep process Cyndi will work with Judy to complete).

## 3) Stop Promoting/Dissolve [YouTube Account](#)

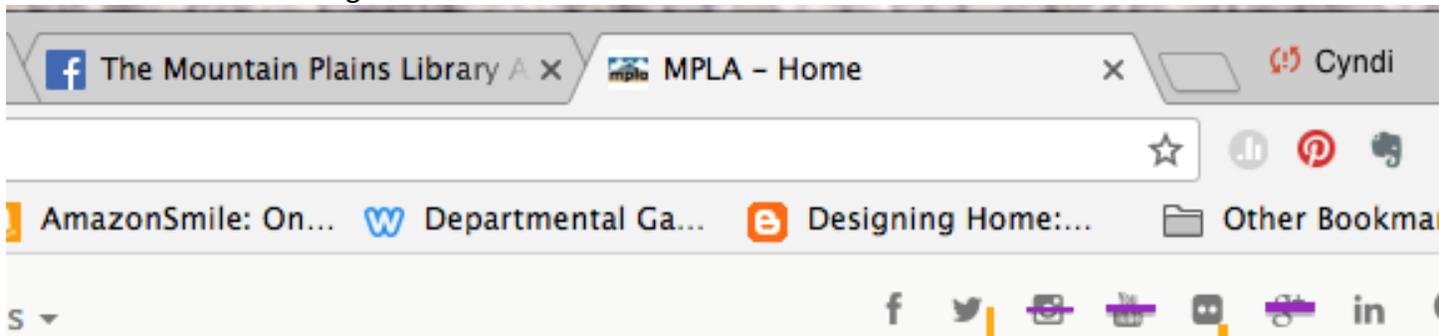
- **Current Scenario:**
  - Dan was the one who setup the YouTube channel – it was likely tied to a personal email address since YouTube is tied into Google.
  - No one has access to add more videos to this account
  - Only two videos are posted – none of them are educational/promotional to MPLA
- **Proposed Next Steps:**
  - Remove link to YouTube Channel from MPLA website
  - Report Page and have it potentially taken down so if MPLA decides we want a new YouTube channel in the future, there will be less confusion (could be good platform for webinars or a new member video, etc.)

#### 4) Transfer Photos over from [Flickr account](#) to Google Drive

- **Current Scenario:**
  - We believe Dan was the one who setup the Flickr account – no one has the login and/or recovery email access
  - Since no one has access, no new photos can be added
  - Photographic history of conferences and leadership institutes from 1998 - 2015 personal email address since YouTube is tied into Google.
- **Proposed Next Steps:**
  - I talked with MaryAnn Thompson about eventually downloading all images from the Flickr and putting the 1998 – 2015 photographic history on the Google Drive where apparently the 2017 conference photos are held.
  - Add multiple admins to the new shared Google Drive folder so Exec Board can view/download/contribute

#### 5) Social Media icons on MPLA website

- **Current Scenario:**
  - Many of the social media icons on the MPLA website go to inactive accounts or accounts that the organization can't post to. From a social media marketing perspective, we don't want to lead people to a dry well. If we can't/aren't updating those social media channels, remove the links on the homepage.
- **Proposed Next Steps:**
  - **Phase 1: Remove icons (in purple in image below):**
    - YouTube
    - Instagram
    - Google +



- **Phase 2: (ON HOLD) Depends on outcome of action steps 1-4 above**
  - Update Facebook link
  - Update Twitter Link
  - Possibly replace Flickr with Google Drive link to view organization's photos

## **APPENDIX:**

### **Facebook automated message:**

We're very sorry to hear about your situation. We will review your report and take the appropriate steps based on our policies and applicable law.

### Memorializing Accounts for Deceased Users

If we're made aware that a person has passed away, it's our policy to memorialize the account. Memorialized accounts are a way for people on Facebook to remember and celebrate those who've passed away. You can visit the Help Center to learn about what happens to a memorialized account:

<https://www.facebook.com/help/103897939701143?ref=cr>

### Removing Accounts for Deceased Users

When a loved one passes away, we can remove their account if we receive valid documentation from an immediate family member, legal guardian, or executor of the account holder. Note that if you're requesting a removal and aren't an immediate family member or executor of the account holder, your request won't be processed. Instead we will memorialize the account. You can visit the Help Center to learn about the different types of documentation we accept to have a loved one's account completely removed from Facebook:

<https://www.facebook.com/help/1518259735093203?ref=cr>

### Temporarily Deactivating or Removing Accounts for Medically Incapacitated Users

For medically incapacitated users, we can temporarily deactivate the account if you provide documentation verifying you're the account holder's legal guardian or their executor. Learn more about deactivated accounts in the Help Center:

<https://www.facebook.com/help/125338004213029?ref=cr>

To have an account removed for someone who's medically incapacitated, we'll need documentation verifying you're the account holder's legal guardian or executor and medical documentation outlining their medical condition.

If you haven't already done so, please attach the necessary documents in a response to this email.