

CO-4

MPLA Communications Committee

January 18, 2012 Board Meeting Report

Committee Members: Katrina Brown, Lindsey Donovan, Pam Henley, Louis Howley, Jao-Ming Huang, Mardi Mahaffy, Ginny Pannabecker, Anali Perry, Kathryn Plunkett, and Nicole Sump-Crethar

The Communications Committee has made a change to the MPLA Social Networking presence on the web by retiring the MPLA blog and moving instead to sharing content on LinkedIn, Twitter and Facebook. We are continuing to post information from the Professional Development Committee and Dan Stanton's excellent Resource Round-Ups.

We are interested in working more closely with the state reps to include more items of interest to particular states in our MPLA communications. In December we had interesting posts on Facebook from people about their local holiday celebrations. The momentum on Facebook is continuing but we are trying to generate discussion on LinkedIn as well. Twitter took a break in December, but tweets are back with new information regarding upcoming professional development opportunities.

The Communications Committee will continue to re-evaluate its action plan as efforts to reach out evolve to accommodate new trends.