**Social Media Sub Committee**

**March 16, 2023 @ 4:00 p.m. ET**

Chair: [Natalie](mailto:greg@nacmnet.org) Williams Scribe: [Roger Rand](mailto:roger@nacmnet.org)

**Attendees: Natalie Williams, Roger Rand, Kent Pankey, Greg Lambard, Whitney Freese, Melinda Brooks, Erin Carr**

1. Welcome and Introductions
2. Approval of the February 23, 2023 minutes: APPROVED
3. Scribe assignment will be with Roger Rand today. Future meetings the set scribe will be Whitney Freese unless she is unavailable. Whitney is unavailable for the April meeting.
4. Approval of Draft OPS Manual amendment – approved and will be submitted to Greg Lambard for the Communications Committee to approve.
5. Website Change Request Status – Roger Rand
   1. Roger sent in a request today to have the social media sub page added to the nacmnet.org website.
6. Action Item Review
   1. Calendar of events received
   2. Content emailed to sub committee for posting
      1. Have Guidelines on our web site
      2. Have a few Publisher/Word templates for people to use
      3. PDF should be standard form a submission
      4. Pictures need to have adequate resolution
   3. Refresh Social Media Sites
      1. Remove FLICKR account
      2. Erin to get Natalie Williams a password reset so she can access the email account [socialmedia@nacmnet.org](mailto:socialmedia@nacmnet.org).
      3. Natalie needs to take ownership of Facebook and Instagram accounts and make sure the sites are registered to [NACM@NACMNET.ORG](mailto:NACM@NACMNET.ORG) and not a member/standard users. LinkedIn appears to be set up under the former social media chair’s personal account and this needs to be changed. This change will make the old content posted to LinkedIn invisible to people who follow the new LinkedIn profile.
   4. Content Suggestions
      1. NACM President can submit updates from conferences and meetings that they attend on behalf of NACM
      2. Contact ECP and start using social media to promote the charitable organization that is supported at the annual conference.
   5. Governance
      1. Communal Agreements: Roger said that he could draft a communal agreement to have people who are going to post to Social Media on behalf of NACM read.
      2. POST MEETING - Roger found the NACM Social Media Policy on the communications page. He is forwarding this to Natalie. We may want to revise this rather than having communal agreements.

**Next Meeting Date:**

April 20, 2023 – 4PM ET

**Thank you for your time.**

Greg Lambard & Roger Rand