

NYSGISA Communications Committee – 1/14/2011 Meeting

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Carol Goodman Zollweg

Action Items:

1. Carol: develop brief workflow for updating website pages, high-level
2. Carol: Train Don and Sheri on website update
3. Carol: Add Don to NYSGISA website and send username and password.
4. Don: Use website/Facebook/Twitter to encourage people to blog, offer help in getting started and then once people are blogging disseminate the links to those blogs. Periodically, update blog links – maybe have a blog link page?

Minutes:

- *Newsletter* will be developed independently. Sheri will recruit whatever help she needs.
- *Facebook/Twitter* will glean information from website, newsletters, and other GIS information sites to send out to members.
- *Listserv* will be left as is. Sheri has experience if members contact us with information they'd like disseminated that way.
- *Website*:
 - Carol will share with Sheri and Don what she learned about editing website
 - All committee chairs will be trained on how to edit website. After they update they should send an email to communications committee so that Facebook/Twitter can be updated to indicate that website has been updated.
- Budget – no money needed unless we want to print newsletter
- Goal – get people interacting more.
 - More people on Twitter
 - People blogging
 - Let's use Facebook/Twitter/Website to offer help in getting people started on blogging and then show everyone how to connect to these blogs.