2019 NASSS Web Communications Committee

Report submitted by Jen McGovern (Monmouth University), *Chair Communications Committee*

Committee Members:

- Facebook Team: Jonathan Howe (The Ohio State University) & Marques Dexter (University of Georgia)
- Twitter Team: Nikolaus Dean (University of British Columbia) & Judith McDonnell (Bryant University)
- Instagram Team: Monica Rochon (Florida State University) & Kristal McGreggor (University of Michigan)

2018-19 Activity

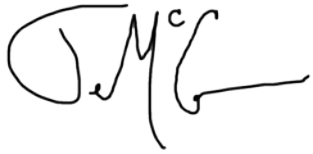
Website

1. As Communications Chair, I made regular updates to the website when requested. These updates mainly came from the President, Conference Program Chair, and the Membership/Conference Steering Chair.
2. As in years past, I designed an online form to collect data for the Call for Sessions the Call for Abstracts.
3. We also used an online form to solicit volunteers. This form was made available immediately after the conference and the Communication Chair shared the information with the respective committee chairs.
4. Other than some minor edits, the website design remained consistent.

Social Media

1. Following the 2018 NASSS Board meeting, the committee was tasked with implementing the social media strategy that was developed by an ad-hoc committee. Due to some technical issues and some personnel issues, the new social media strategy was not put into place until late Summer 2019. In addition to our committee members listed above, much thanks goes out to Brian Gearity for his help and advice getting this off the ground.
2. In addition to our listserv and our website, we now currently have three social media sites up and running. People who want to communicate with NASSS members can post directly to the social media sites OR they can fill out our new online Communications Request Form.
3. We are going to experiment with live streaming three events during the conference: The Alan Ingham Lecture, the Presidential Address, and the Plenary Session. The events will be streamed to the Facebook group.
4. As of November 2, 2019, the following information describes our social media reach.
    a. Facebook (893 members in private group)
    b. Twitter (289 Following, 937 Followers)
    c. Instagram (36 followers, 41 following)
5. The most activity occurs on the Facebook group, likely because this has been the most consistent social media platform over time. We discussed making this group public;

however, in later discussions we realized we wanted to live stream some conference events, so the group is closed for now, with a possibility to open it in the future. Twitter was created in 2014 but was dormant for a long time; it is just now picking up again. At members' request, we created an Instagram account, though it has had the least activity.

6. We created the hashtag #NASSS2019 and asked attendees to use this during the conference. Information about the hashtag was sent to the listserv and emailed to all conference attendees. It will also be advertised at check in and during some of our events.

Submitted on November 3, 2019 by Jen McGovern, Communications Chair