

Arizona Library Association Web & Social Networking Committee Fall 2017 Executive Report

Committee Members:

Chair: Ann Leonard

Matthew Harp

Alanah Tupponce Real

Members:

Brandy Helewa

Andrew See

Scott Buchanan

Jonathan Pringle

Michael Schor

ANNUAL ACCOMPLISHMENTS:

- **The Committee drafted Event planning guidelines.**
 - These guidelines outline the type of content that will need to be posted on web and social media for association events (i.e. a post about featured speakers, posts about registration, etc.). Planning documents such as this help both the event committees and the social media team keep track of what data needs to be gathered and what items need to be scheduled for successful online marketing.
- **The Committee created an online submission form for social media requests.**
 - Previous years have resulted in a deluge of emails sent to various committee members leading to crowded inboxes and confusion. Additionally, as the Chairs and members rotate from year to year, keeping track of his was charged with social media was difficult for all involved. It will take association members time to become accustomed to using this online form, but ultimately it should lead to less headaches and more efficiency.
- **The Committee initiated the formation of an AzLA Archives & Records Preservation Ad Hoc Committee.**
 - While working on determining the best practices for linking association archived records on the web, and tracking and storing current association digital files, the Web & Social Media Committee recognized the need for a more focused effort in determining records retention policies. A list was created of which records are worth retaining which best reflect the history, value, and work of the association and presented at the Spring Executive Board Meeting. An official request for the approval of the formation of the Ad Hoc Committee was sent October 7, 2017.

NEW MEMBERS:

The Web & Social Networking Committee is proud to introduce two new members Brandy Helewa and Alanah (Lana) Tupponce Real.

Brandy has been assisting with Conference related social media marketing, while Lana manages all social media related to professional development opportunities.

CALL FOR NEW COMMITTEE CHAIR & CO-CHAIR:

The year term of the Web & Social Networking Committee Chair is coming to an end (*Bylaws, Article VIII, Section I, Para B*), and we are seeking new leadership.