I. Fall 2023 Board Report

II. News Editor

III. Jacey Kepich

IV. Board Action Required

Consider whether or not we ought to have additional individuals monitor social media accounts, or coordinate with the web team for occasional extra coverage. An MLA member messaged Facebook while I was on medical leave during summer, resulting in a situation when she kept receiving an automated ‘someone will reach out to you’ message with no other follow up. I had redirected MLA newsletter emails to the web manager, but didn’t know how to set up a redirect for the automated Facebook messenger response. Once I returned and realized what had happened I apologized and offered to explore options to prevent this from happening again.

Is it appropriate to redirect email and social media monitoring to the web manager and/or web team? Do other MLA officers have access to social media accounts?

Relatedly, in alignment with one of my annual goals (determine if current platforms contribute to MLA’s online presence in a meaningful and effective way), I’m open to suggestions or guidance in considering the following questions:

What is the value of social media to MLA?
How does MLA’s online presence assist our goals as an organization?
How do users navigate our website and social media pages?
Should we maintain a presence on Twitter / X and Facebook?
Should we consider adding or removing options, such as Instagram?
What could it look like to conduct user studies on how members and external constituents find information?

V. Brief Summary of Activities

I’ve resumed the previous Publicity Officer practice of posting job announcements from MLA’s Placement Officer to social media. With the help of MLA’s web manager, we updated the website with submission instructions for MLA News. I’ve begun receiving and posting submissions received from the form. I also coordinated with MOUG to commemorate the retirement of Jay Weitz with a special blog post.

VI. Alignment with the MLA 2022-2030 Strategic Plan Objectives

Continue previous goal of boosting engagement on MLA News with contributors from other arts organizations per MLA’s goal to organize strategically / cultivate mutually beneficial relationships with other organizations. Explore social media analytics and/or consider conducting a user study to determine if current platforms contribute to MLA’s online presence in a meaningful and effective way, per MLA’s goal to strengthen communication by refining and improving intraorganizational and external communications.