

Wyoming Chapter of ARMA
November Chapter Meeting Minutes
Wyoming State Library
Tuesday, November 14, 2017

Member Attendees:Carolynn Coy, Donna Crock, Stephanie Gertken (via web), Pat Newbern, April Peregoy (via web)

Guests: Dale Wedel

Presenters: Jeff McDonald, Isabel Perez (Trihydro, Laramie, WY)

The regular monthly chapter meeting of the Wyoming Chapter of ARMA was held on Tuesday, November 14, 2017 at the Wyoming State Library. President Carolynn Coy began the meeting by playing the beginning of the ARMA Web Session of the Month: Social Business Assessment from ARMA LIVE! 2013 Conference Web Seminar. Below is a brief overview of the beginning segment:

- For individuals, out-of-date social media accounts are not as critical, but for organizations, they can be riskier: if you don't know accounts are out there, you can't apply retention/RM methods to data and may have out-of-data/incorrect information.
- Identifying accounts: ask people/internal review; external review (search social media sites and search engines); conduct survey (anonymous may provide better results); can set-up alerts for new rogue account discovery; vet and validate found accounts
- Social in Support of Business Objectives: customer service, product development, community engagement, collaboration -- recognize social media as reality and try to manage risk/opportunities (state/national level guidance)

Coy introduced guest speakers Jeff McDonald and Isabel Perez from Trihydro's Business Development & Marketing Department. Trihydro is an engineering and consulting firm founded in Laramie. Below is a brief overview of the presentation. Coy will receive slides from the presentation to share with the group.

Social media: relationship building/networking -- marketing/recruiting tool for organizations; powerful professional personal tool; different tools are better for different services/organizations.

Managing an Organizational Social Media Presence:

- Add basic organizational information
- Manage content -- stay active and relevant
 - Benefits include: people can find you more easily; better search rankings; brand awareness; grow following
 - Frequency of posting depends on how much quality content you have to share; may post some content on one site versus another
 - Can use social media tools for notification and post analytics (which can be useful metrics for boards/management)

Social Media Tools:

- Imagery grabs attention: varied imagery best, change images over time; can use same image across pages to increase consistency
- Hootsuite: social media platform manager dashboard - schedule/manage posts from one site
- Canva.com: free social media content developer with templates

Be aware: nothing disappears; content you post is a reflection of self and organization; no confidential information; proofread prior to post

Decommissioning social media accounts: depending on platform, could claim account to merge with other active account. If you have enough information to prove that this is your company's account, you may be able to cancel account.

Guest speakers answered group questions and meeting adjourned at 12:52 p.m.

Respectfully submitted,

Stephanie Gertken
Secretary