

Suggestions for maintaining use of Social Media without a Social Media Officer

By Bruno Lemke Jan 2022

As I indicated in November I wish to step down from the social media portfolio which of course means that I do wish to have overall responsibility and I do not wish for my stipend to continue.

Here are my suggestions on how it could work;

To make **Mailchimp** work I am prepared to spend some time with Aileen to explain our system so it can be updated annually. It makes sense for the treasurer to be responsible for this because it is the treasurer's role to update the subscriptions and that transcribes directly to mailchimp.

Monthly Agenda, Correspondence, Reports.

I suggest a meeting between Marion, Paul and myself to streamline this process. I am prepared to do routine maintenance of the web site such as adding correspondence, agenda etc. We should work mailchimp with these items so that it is straight forward to simply update the web page each month and link directly to the meeting notes rather than the specific documents. I have some suggestions how this can be easily done by the secretary who writes the bulk of the mailchimp notice anyway.

Any **maintenance of the web site** such as new pages (eg environment page, modernising the web page, repair of damage to web site by unauthorised entry) to be done by an external contract. Suggest a local person, Francesco Brogi, who is familiar with the web site. We would need to pay for this.

Facebook. All exec members should be trained how to add items to Facebook. I am prepared to run a training session for this.

Other social media: Instagram, TicToc etc to be run by another person (ie not me)

Meeting organisation.

I am OK with setting up the Bill Marris room for monthly meeting. If the hall is used I suggest we contract Jan to set this up (and test it). I now have ZOOM working so people can join a live session and hear what is being said and ask questions. NMIT has OKed me using ZOOM for this purpose. Note, I had an extensive discussion with a sound system engineer (Matthias Otto) and have purchased an adaptor he suggested (from the Social Media stipend). The joint live session and ZOOM component now works without echo or feedback.

I am NOT willing to record the meeting live on our Facebook page. This is relatively straight forward as long as one is not trying to do two things at once. All you need is a smart phone. I have eventually got it sorted and am happy to train someone up for this.

Monthly reports.

I am prepared to write a brief report every month to go on the reports section of our web page.

Bruno