**TICC Communications and Social Media Plan – Meeting Minutes: 1/26/21**

Attendees: Sonya Stein

Lea Nuwer

Sarah O’Neal

We went over the initial plan (as detailed below). We do not intend to break from this much, but seek to clarify the following areas:

**Audience:** we need to determine our audience. We would like to study our current Facebook membership – are they parents? NYSFAAA members? Guidance Counselors?

**Media Platforms:** We would need creatives and specific volunteers that can come up with unique engagements for Instagram and Twitter in order for both of these to be truly effective. We can use Twitter to push announcements, but that’s about it.

**Facebook Group Rules:** We intend to set this for NYSFAAA members only, but we would like to set up guidance for participation and basic rules and pass by Exec Council. This would be set at the next meeting.

**Content**: we have some ideas on how to best do this, but we need to calendar it (hootsuite or other aggregator) and we would first need to determine the other basic question first. (Some ideas around are award recipient spotlights, school spotlights, regional spotlights, in addition to the ideas below.)

**Vision**: in addition to clarifying these items, we would like to invite Adrienne to speak to her vision to NYSFAAA’s social media usage, too. We’d like to invite a maybe 10 minute engagement.

\*\*\* INITIAL PLAN BELOW\*\*\*

NYSFAAA Communications & Social Media Plan

1. Social Media:
   1. Twitter: 140 characters
   2. Instagram: Picture oriented, no hyperlinks, have to set up a link tree
   3. Facebook: no limits
2. Hoot Suite - Setting up a calendar
3. Determining the content
   1. Webinars
   2. Breaking news
   3. Promotion of non-profit material
   4. Regional Meeting reminders
4. Setting up the Facebook Group
   1. Intention: sense of community. Strict prohibition of promotion of outside product.
   2. Group questions, tips, tricks?
   3. How do we verify group membership (do we limit it to active members only? How do we prevent fake accounts?)