



Social Media Committee Meeting Minutes

June 1, 2022

Via Zoom 12:00 Noon to 1:pm

Attending: Carolyn Baruch, Annie Alexander, Amy Burke (via phone only), Jennifer Caswell, Roxanne Rabich, Melissa Smith, Jessica Palmer

Absent: Merry Mullins

Carolyn welcomed and opened the meeting at 12:03pm, thanking everyone for attending. Icebreaker: Question about everyone's holiday activities was fun to hear what everyone did. Summer begins next week.

Jessica has made posting new member spotlight posts part of her responsibility. Jennifer has the June post idea and she said she is working on them.

Steps for today's meeting:

Plan to get us started and start the process. Prioritizing the top goals to work through this year. Each member will determine which of the topics they would like to tackle. *Discuss LinkedIn as our first platform, getting our own profiles updates, connecting to other GKC members.

Carolyn talked about LinkedIn and asking committee members to make sure their profile is up to date. She encouraged them to ensure they are connected to other GKC members, both managers and business partners. "This is how we will get more people initially to see our posts and be able to share and comment on them."

Jessica's update regarding Facebook and Instagram.

Facebook: Created a new Facebook business page - still working on it! Also started process creating the GKC Business Private Group. Will send out to membership with link to sign up for this group when it is completed – Hoping to find a way to add people with an invite but haven't crossed that yet.

Instagram: Set it up yesterday. FB business can send to Instagram by hitting a button when loading into facebook Page/Group, great!

LinkedIn: Sending out the New Member Spotlights as they appear and other GKC items.

Jennifer: Will have her June post out next week. Send webinar recordings for social meeting. She talked about nonprofit part of GKC MGMA and free webinars that would be helpful – don't have to go live.

Way to do something aside from as we could do from for LinkedIn when not your month could you take one day during that month and send Jess and her an idea for a post. Something to your job good for managers or business partners. Topic or line or two.

- **Roxanne:** Offered that Umbrella does a blog focus from Umbrella and go public on cyber security. Put on your calendar. Send to office when appropriate. Comment later in meeting: Don't rewrite this is from Roxanne at Umbrella, gives business partner credit.

Ideas for posts:

- Search #networking – see what other people posted on that topic. Be aware of what other people are posting.
- Business partners sharing original posts and get ideas from other people.
- Shared posts vs. original posts. Good question. Share something, post what you have.
- Suggested doing 3 posts per week. 12 posts per month as a minimum that can be repurposed or tweaked. Look at Instagram and Tik Tok video/industry standard. Currently just using LinkedIn will Facebook comes in near future. Not an assignment.
- Win-Win – Take something and repost what they post. Business Partners. Share it and comment. Sharing post – like and sharing.
- Easy work around – little effort from office and see posted–send to Jess. See something, email to office. Open up to BP's benefit-make sure not too promotional – just educating and empowering. Put it back on their court to do this. Not guarantee that we will repost it. Put in the newsletter. A benefit added. Add as another + in the list of offerings.
- Any other content that you feel or think about send to Jess and Carolyn. Three a week is a target number.

Educating and promoting – in conjunction with Members to reach people and organization – Give to the younger audience. Book Club idea. (Membership Committee is all set for this).

Ideas: New members. Speaker for meeting for people ask speaker – have linked in what they have already done. What have you posted about this? Ask the quote what they are doing. Coming from the speaker. Ask at the beginning. Back point. Trade off - propose if you do this, we will do that to get Business Partners and get more traffic to the.

Annie: Hosted by the practice. Benefits – Just BP and managers could post all events or ideas for Newsletter what we are working on Add to that list.

Carolyn adjourned the meeting at 12:52pm.

Choose one month to help lead the committee.

Each committee member does one, two or three as they choose. Add names. *** If the lead could send Jessica a topic to cover that month, she can find an article quote, photo, to create something from the committee in news issue.*

July - Times have changes. Keeping our dedication to help you thrive hasn't (one way each week that we are keeping up with the times at GKC) **LEAD: Annie**

August - How do we thrive when regulations and industry change? (One challenge or change each week that managers face) **LEAD: Melissa**

September - Promoting October Conference (one unique post each week) **LEAD: Roxanne**

October - Experts supporting Experts (one example each week of a member helping another member) **LEAD: Merry**

November - Screen shots of meetings, promoting work being done (one per week, can get from other committees too) **LEAD: Carolyn**

December – JESSICA TO HANDLE:

- Adding news issue link on LinkedIn.

- Healthcare special calendar days and international days are being listed in monthly issue- started in April. Jessica will focus on these dates and posts each month.

Carolyn Baruch

Phone: 913-685-9477

info@highlandgroup.net