

## **CIMA SOCIAL MEDIA SUBCOMMITTEE PROPOSAL (2018-2019)**

The CIMA Social Media Subcommittee (Subcommittee) is comprised of Jim Kichas (chair), Jen Barkdull, Kandice Harris, and Ilana Short. The Subcommittee was tasked by the CIMA Council to:

- Assess how to improve CIMA's social media footprint.
- Make a formal recommendation for organizational improvements that will expand and deepen that footprint.

The Subcommittee submits the following recommendation to the CIMA Board and Council.

### **THE ASSESSMENT**

To this point CIMA has not taken a coordinated approach to social media. A Facebook account for the organization has been created. Cory Nimer (the CIMA website administrator) has administrative rights to that account and can add other administrators as needed; however, Cory does not intend to take an active role in administering the CIMA Facebook page. To this point, any attempts at using social media on behalf of CIMA have been done by members ad-hoc. This has resulted in sporadic content and large gaps between posts. Currently there are no other social media accounts associated with CIMA aside from the Facebook account.

### **THE PROPOSAL**

The Subcommittee proposes the creation of a CIMA Social Media Committee (Committee). The Subcommittee recommends that this Committee be formed as a standing committee responsible for providing the annual coordinated planning and administration for all of CIMA's current (and future) social media platforms. The Subcommittee recommends drafting an official charge for the Committee, and include language related to the administration of high-level goals that might include:

- *Introducing members and repositories within CIMA*
- *Highlighting repositories and collections in the region.*
- *Promoting classes and SAA courses with the region.*
- *Highlighting members of CIMA who are published, get certified, or are recognized professionally in other ways.*
- *Promote CIMA elections, the CIMA newsletter, and other important information for CIMA members.*
- *Create and promote the use of taglines and hashtags specifically associated with CIMA Conference and events.*
- *Help facilitate professional networking in the region and further the projects and initiatives in the region.*

## **THE PROPOSED COMMITTEE**

The Subcommittee proposes that the composition of the proposed Committee be modeled on the current CIMA Newsletter Standing Committee. This would involve the CIMA Council selecting a CIMA Social Media Coordinator from council or the general membership. The coordinator would serve as the chair of the committee. It is recommended that the committee be composed of three to four members (in addition to the coordinator/chair) who are again recruited from CIMA Council and/or the general membership. Each state in the region should have representation, with each representative taking ownership of their state.

### **A PROPOSED ACTION PLAN FOR EXISTING CIMA SOCIAL MEDIA ACCOUNTS**

1. After the adoption of a social media committee, those on the committee should be made to be administrators of the existing Facebook and Twitter pages. Alternatively, one person could volunteer, but it might be overwhelming for one person.
2. The committee should decide on what items to include on Facebook and Social Media. Should it strictly be related to CIMA? Should it include job postings? Articles relevant to archival work?
3. A Facebook group, separate from the Facebook page, should be considered. This would allow for discussion and questions in real time. The access for the group can be limited to current members.
4. Establish a schedule for posting to active social media accounts. The more that Facebook is used, the more it will show up in the feeds of the followers.

### **PROPOSED ACTION ITEMS**

The Subcommittee proposes the following specific action items:

1. Provide proposal to CIMA Council and ask for Council discussion, input, and vote on action items.
2. If Council approves this recommendation the CIMA by-laws will need to be amended to include language creating the Social Media Committee as a new standing committee. This will entail filing the proposed amendment with the CIMA Secretary and publishing it out to CIMA members who will have 30 days to comment. A methodology for this will need to be developed. At the end of the comment period a vote on the proposed amendment will take place among the general membership.
3. If membership approves the proposed by-law change that change will go into effect and a CIMA Social Media Standing Committee will be formed and tasked with initiating the recommended administration plan for CIMA's FB page.

4. Develop information and procedures for the CIMA Social Media Standing Committee and compile in the CIMA Handbook.