



## Communications Committee Notes

MSCOD ADA 25th Anniversary Legacy Project

June 9, 2015

2:30 to 3:15 PM

Location: MSCOD Conference Room, Metro Square Building

121 7th Place East, St. Paul, MN 55101

Present: David Shaw, Andy Mosca, Kari Sheldon, Mark Hughes, Dean Ascheman (Phone), David Schwartzkopf (Phone), Hilary Hauser (Phone), David Fenley, Claire Cosmos

### 1. Social Media Update

- Social media continues to grow. This growth is attributed to the editorial calendar that was developed to plan social media posts.
- Three scheduled posts per week: Tech Tuesday, Partner Spotlight Wednesday, and Throwback Thursday.
- Facebook has significantly more followers than Twitter. Facebook followers are mostly individuals, and Twitter followers are mostly organizations.
- We briefly lost access to the Facebook pages, but this was quickly fixed.

### 2. ADA Microsite Update

- Minor homepage error reported at the last meeting has been fixed.
- Content has been added regularly. We added a tpt tab as well as the David Gillette video. The audio described version of the Gillette video will be added shortly.
- Tpt will direct people to the microsite from their website.

### 3. Mailchimp Newsletter Update

4. Advertising Plan Update
5. MSCOD Outreach Update
  - Conferences
6. Mayoral Proclamation Project Update
7. Artists Outreach
8. Other Items
9. October venue
  - Next Meeting is July 14 at 2:30pm in the MSCOD Conference Room.



The Minnesota Historical and Cultural Grants Program has been made possible by the Arts and Cultural Heritage Fund through the vote of Minnesotans on November 4, 2008. Administered by the Minnesota Historical Society.

For a list of our partners in planning all 25th ADA events and activities, please visit <http://www.disability.state.mn.us/ada/our-partners/>