

Marketing and Social Media Coordinator, submitted by: Chris Bullock

Members

Chris Bullock, outgoing coordinator, CSU Northridge

Anu Moorthy, incoming coordinator, Duke University Medical Center

Continuing Activities, placing emphasis on any activities supporting the 2017-2021 [Strategic Plan](#) (Required)

- Began promotion of individual conference sessions via twitter.
- Created and posted announcements to the blog, Twitter, Facebook and LinkedIn accounts.
- Worked with several NASIG committees on strategies to promote webinars, events, and announcements.
- Evaluating roles of NASIG Facebook page vs. group.

Completed Activities, placing emphasis on any activities supporting the 2017-2021 [Strategic Plan](#) (Required)

- Modified messaging procedures for Wild Apricot.
- Evaluated and edited list serves used for promotion.

Action(s) Required by Board

We currently have staggered terms for this position, allowing the outgoing person (Chris is in this case) to train the incoming person (Anu). So we should be sure to appoint an incoming Marketing and Social Media Coordinator for the 2021/2022 to assist Anu and learn about the position.

submitted on: May 3, 2021