

ND Social Media User Group

Commerce Dept. – WSI Boardroom

December 13th, 2012

1:30 P.M. – 3:00 P.M.

Attendance: Jeff Quast, Kim Schmidt, Mark Armstrong, Adam Emter, Heather LeMoine, Karly Berger, Brianna Ludwig, Douglas Tschetter, Laura Walz, Gary Vetter, Jeremy Lunde, Brad Halverson, LuWanna Lawrence, Jen Brubakken, Tosha Werner, and Beth Herzog

Scribe:

Jeff Quast

Agenda:

- Roundtable Introductions

- Training/Speaking events
 - [Todaymade](#) interested in presenting their product/services to us
 - Odney or agency Mabu, or KK Bold, flint in Fargo
 - Kim or Heather may be able to do something
 - Katie from Ag Dept. may also be a training resource
 - Topic ideas
 - Mobile web site design and mobile app development
 - Social media has gotten so diverse that training may need to be specialized

- GovDelivery update
 - DOT is testing now, have a few issues to resolve
 - G&F has not activated theirs yet, shooting for end of month
 - Short on staff and time

- Records Retention
 - North Carolina <http://nc.gov.archivesocial.com/>
 - From selected state agencies and they are following their state law
 - Existing content that is redistributed via SM is probably OK
 - Content that originates or only exists on SM is subject to records management
 - ITD/Historical Society is spending 100K on a study in 13-15 to find out how to store/archive digital content
 - A concern is citizen created content and how do we handle that
 - Is this similar to email?
 - If it's public information it should be managed the same as it is internally
 - We should probably bring Becky in to provide some guidance
 - Who owns the data, on Facebook for instance? They own it, do we own a copy if we archive it?

- Mobile Friendly Web Sites
 - What is your agency doing to make your web site(s) mobile friendly?
 - Library rolling out new site in January
 - Worked from the start to make it mobile friendly
 - Using an open source framework called Foundation
 - Allows you to easily hide content for mobile visitors
 - Commerce is getting 5 new sites
 - Odney is doing those as responsive sites, which will adjust for various devices
 - Using Drupal, not sure which mobile framework
 - Tourism is going live in April
 - 15-20% of all traffic at Tourism is mobile devices
 - Twitter has Bootstrap, ITD is considering using that
 - The old way of having a separate mobile site is double the work and not fun

- Old Business – Jeff Quast
 - Windows 8
 - Looking for touch demo in March 2013

- Open Discussion
 - The new MySpace
 - No interest
 - Very music centric
 - Facebook cracking down on copyrighted cover photos
 - Nobody seems to have problems
 - Tourism has good luck with asking permission to use Flickr photos
 - Example of a company that blocked a Facebook channel for a person that recorded himself playing a song
 - Another example of a VW commercial that was branded with a Colorado logo and posted on YouTube and CO had trouble getting it taken down

- Content for the next meeting
 - Statewide Social Media strategy?
 - Actually a statewide digital strategy
 - The nd.gov portal is outdated and not as easy to change as it should be
 - Any idea what analytics show on mobile stats for nd.gov?
 - Would have to research
 - Litmus can check if an email works on a mobile phone
 - 5-8% of library visitors were mobile but expect that to increase as they have a more mobile-friendly site
 - Windows 8 demo

Adjourned: 3:10 P.M.

Next Meeting:
Quarterly Recurring