

ND Social Media User Group

Commerce Dept. – WSI Boardroom

June 13th, 2013

9:00 A.M. – 10:30 A.M.

Attendance: Jeff Quast, Steve Snow, Annette Tait, Terri Wilhelm, LuWanna Lawrence, Heather Steffl, Amy Schmidt, Gary Vetter, Karly Berger, Scott Sheldon, Andrea Fonkert, Jeremy Lunde, Jodi Zander, Laura Walz, Kassie Keller, Misty Curn, Douglas Tschetter, Briana Ludwig, Jason Sutheimer, and Mark Armstrong

Scribe:

Jeff Quast

Agenda:

- Roundtable - Agency Social Media Happenings
 - DPI
 - Just getting into Social Media
 - Curious about Pinterest
 - DOT
 - Facebook
 - Trying to do more with YouTube
 - GovDelivery is going well, will have a report at a future meeting
 - Human Services
 - Not in SM right now
 - Looking at Pilot program
 - Need to craft policy before moving forward
 - Lots of confidentiality issues to consider, so have to be very careful
 - Council on the Arts
 - 2 Facebook pages, One for the Council and one for Grants and Accessibility
 - Asks for pictures of events and that becomes the banner for a week
 - ITD
 - Facebook is an external facing Intranet for the agency
 - Twitter used for scheduling maintenance and outages
 - Going to be used for major outages
 - Some basic news may go to Twitter too
 - Interested in using Infographics, on the web and for reports
 - May look into LinkedIn
 - SharePoint 2013 upgrade is coming soon, has hooks to Yammer, so that may be a new tool
 - Some free online apps for Infographics, also using InDesign and Photoshop
 - Try to retweet other agency's posts that affect the whole state
 - Illustrator is also a great tool for Infographics
 - Anyone considering accessibility when they do Infographics?
 - Should have raw data and/or alternate format available

- PSC
 - Updated the web site a year ago
 - Have a Twitter account but not used much, want to use it more
 - YouTube an option going forward
- Insurance
 - Twitter used quite a bit
 - Mobile web site being worked on
 - Also interested in Infographics
 - Have used it a little, been very popular so far
- DHS
 - Facebook used for outreach for support groups and non-sensitive Information
 - Concerns about confidentiality
- HP
 - Just launched a Facebook page
 - Try to post a lot of photos of field activity
 - Lots of interesting things happen in the field that the public likes to see
 - Any news releases that affect the public get posted
- Commerce
 - Has 7 Facebook pages
 - Has a Pinterest account
 - Ambassadors site on LinkedIn
 - New Tourism web site just launched
 - Site changes depending on the device used
 - Location aware
 - Strongfuturend.com is one large Infographic to display where state money goes
 - Recently had a group of freelance writers and bloggers in the state
- HRMS
 - Not using SM at the moment
 - Some training on YouTube
 - Management has been hesitant to adopt
 - Just send job postings to a listserv, would like to use SM
 - Would like to post photos of state workers to promote state employment
- WSI Intranet – Mark Armstrong
 - Done with SharePoint by Nexus
 - Planning to add a calendar to the home page
 - Spent about a year developing, worked with all internal users
 - Have almost eliminated Group=All emails
 - Search works excellent on SharePoint
 - Every person has a MySpace, some data automatic from Active Directory
 - Shows where the person sits
 - Shows where each employee is in the org chart
 - Each division has their own page, with their own calendar
 - All agency forms are available, will be all InfoPath forms going forward
 - Do have a Facebook, Twitter and YouTube account but not using

- Intranet has a classified ads section, very popular
 - Have been impressed with how easy it has been to bring in, and how successful it has been
 - Anyone can post info, can also like articles and comment on articles
 - Articles need to be approved by one of 4 approvers
 - You have to have top management post regularly, WSI does it every Monday
 - Executive updates normally talk about what is going on in their division, but try to throw in something personal as well
 - Need to pay attention to Records Retention, the site manages that itself based on start and end dates
 - Easy to link your Outlook Calendar to easily post events or meetings
 - Looked at Mandan schools as one site to get ideas from – www.mandan.k12.nd.us
 - All RSS in the background, so users can just set up an RSS feed if they don't want to visit the site
- Open Discussion
 - Possible next meeting topics
 - Would like to see a presentation on someone's Pinterest presence
 - Records Retention with Becky Lingle from ITD
 - Social Media Analytics
 - DOT and G&F could report on GovDelivery
 - Statistics for # of mobile devices accessing web sites

Next Meeting:
Quarterly Recurring