

ND Social Media User Group

Commerce Dept. – WSI Boardroom

December 12th, 2013

9:00 A.M. – 10:30 A.M.

Attendance: Jeff Quast, Liz Brocker, Amy Schmidt, Barbara Dammen, Kassie Keller, Steve Snow, Annette Tait, Tricia Miller, Kim Schmidt, LuWanna Lawrence, Chad Hatzenbuhler, Brad Halverson, Mark Armstrong, Jeremy Lunde, Karly Berger, Laura Walz, Doug Tschetter, Gary Vetter and Becky Lingle

Scribe: Jeff Quast

Agenda:

- Roundtable Introductions

- LinkedIn for Business – Chad H
 - BND trying to develop a social media presence, considering LinkedIn for Business
 - Tourism has looked at, but is on the backburner
 - There is also a Facebook Group?
 - BND is worried about the public presence of something like Facebook
 - With ConnectND Recruiting Solutions modules, you will be able to upload a resume for a job application or use your LinkedIn info
 - ITD had to do maintenance on some accounts because we wound up with multiple company names
 - There is a new app called Pulse for your phone
 - Many of the things that we put on SM accounts is easily googled anyway

- YouTube Accounts – Jeff Q
 - Jeff reviewed the account submission details
 - Jeff will send out the spreadsheet for everyone with YouTube accounts
 - It is important that an agency always be conscious of potential legal issues and seek legal advice if unsure

- Agency Policies
 - About a 1/3 of agencies present have internal AUPs for SM
 - Jeff will collect the agency AUPs and disseminate them?
 - AG suggests making the policy as broad and simple as possible
 - Tourism has taken that approach and included it in their electronic use policy
 - Jeff will request AUPs from the agencies and disseminate them to the group

- Records Retention
 - If you have a disclaimer on your SM site that says you will delete offensive comments, you don't have to retain them?
 - First thing is to set retention schedules for all records
 - Always have your attorney review your records retention policies
 - Identify the responsible person for each record type and use
 - What is transitory? Invite the staff to lunch or get together in your cube for a discussion
 - Guidelines are on the AG office web site for records retention

- Open Discussion

Next Meeting:
Quarterly Recurring