

## **ND Social Media User Group**

Capitol – Brynhild Haugland

March 13<sup>th</sup>, 2015

9:00 A.M. – 10:30 A.M.

**Attendance:** Unavailable

**Scribe:** Cliff Heyne

### **Agenda:**

1. Recap of Last Meeting (updates only)
  - a. Last meeting, the Department of Commerce gave a presentation about using Hootsuite to manage agency social media accounts. At that time, one limitation with Hootsuite was the lack of support for Twitter's native image upload service. This has since been fixed and instructions for changing Hootsuite to use Twitter's image upload service can be found on Hootsuite's website.
  - b. Creating a single privacy policy for state government websites has been a topic of discussion at previous SMUG and ITCC meetings. A decision has not been reached yet on this topic, but an IT consulting firm suggested the state continue to research how this might be implemented. Expect updates on this over the coming months.
2. Misc. News and Updates
  - a. The U.S. Department of Justice (DOJ) is currently attempting to draft a proposed rule that would revise the Americans with Disabilities Act's (ADA) Title II regulation and establish requirements for making available the services, programs, or activities offered by state and local governments to the public via the Web accessible. As always, state agencies should implement accessibility best practices when creating new content.
  - b. The North Dakota Office of Attorney General has a [short open records guide](#) to help agencies know how to respond to open records requests. For a complete explanation of open records and open meetings laws, visit their [Open Records & Meetings](#) webpage.
  - c. SMUG survey respondents indicated that the current meeting length and time work well. Respondents also indicated that the following topics would be useful to cover at SMUG meetings: new or emerging social media platforms, social media use policies, developing a social media strategy, image copyright laws, photo release laws and best practices, accessibility, Google Analytics, and open records requests.
3. Verifying Government Social Media Profiles
  - a. Many social media platforms and search engines offer government entities ways to verify their accounts and listings. Verification has numerous benefits, including the ability to customize search results yielded when citizens search for an agency. Instructions for popular search engines and social media platforms can be found on ITD's [Strategic Communication service page](#).
4. Meerkat & Periscope

- a. Meerkat & Periscope allow users to live stream content to the public or a select group of individuals. Periscope was used to publicly broadcast the SMUG meeting. Both apps have a very small user base when compared to some of the mainstream platforms, but membership is growing. At the moment, agencies probably don't have a big need for using these platforms but that could change in the coming years. These channels lend themselves to short, impromptu videos. A meeting, press event, or a spur of the moment Q&A are all ways agencies could choose to utilize Meerkat or Periscope. To extend your reach, share live streams via other channels. Agencies are encouraged to share how they are utilizing these platforms.