

GSO Communications Committee Meeting Minutes
Friday March, 26, 2021 at 2pm (Zoom)

Chair: Hilda (GSO Public Relations, Civil Engineering)

Present: Maggi (Educational Foundations & Leadership), Victoria (Educational Curriculum & Instruction), Chase (Modern Languages), Sarah (GSO President)

Discussion Points

- Increasing visibility of GSO and engagement online
 - Social media ideas: pet pageant, talent competition, giveaway of donated gift card (invite/tag friends)
 - Use of Instagram to reach wider and younger audience (currently GSO is just using Facebook)
 - Expansion to LinkedIn or [Academic/Professional] Twitter?
 - Need for posts with *real* students (echoes a comment from Advocacy Committee that there's a need to show what *real* students get funded through GSO)
 - Committing to new platforms will necessitate a strong and active Communications Committee to coordinate and schedule posts

- Communication between GSO and reps
 - Consensus to maintain Teams for informal, non-urgent communication and email for formal, more urgent matters.