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# **Meeting Agenda 01/19/2024**

**Date:** 01/19/2024  
**Time:** 2:00 PM - 3:00 PM MST  
**Zoom Meeting ID:** <https://arizona.zoom.us/j/86405373442?from=addon>

## **Roll Call:**

Lori Bentley Law – President

Madissen Miller – EVP

Owi Akpan - AVP

Annie Custer

Heidi Hopkins

## **Approval Of Minutes:**

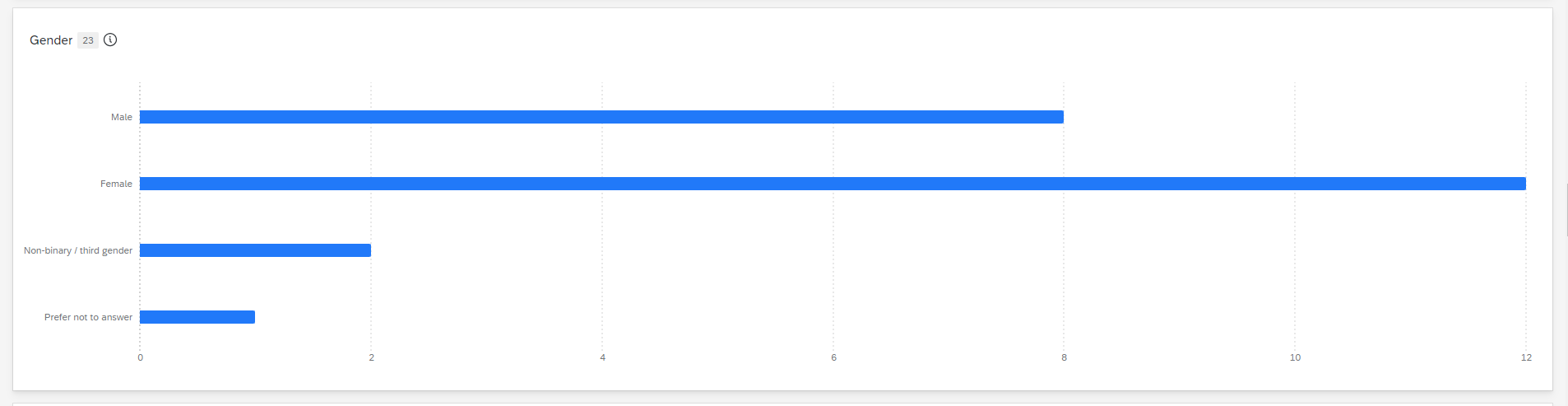
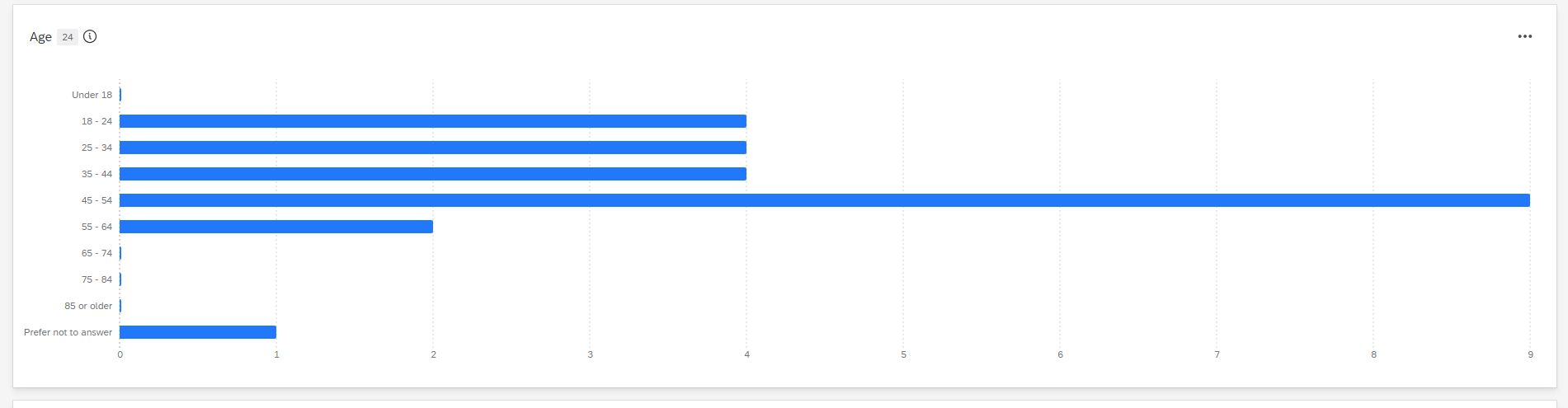
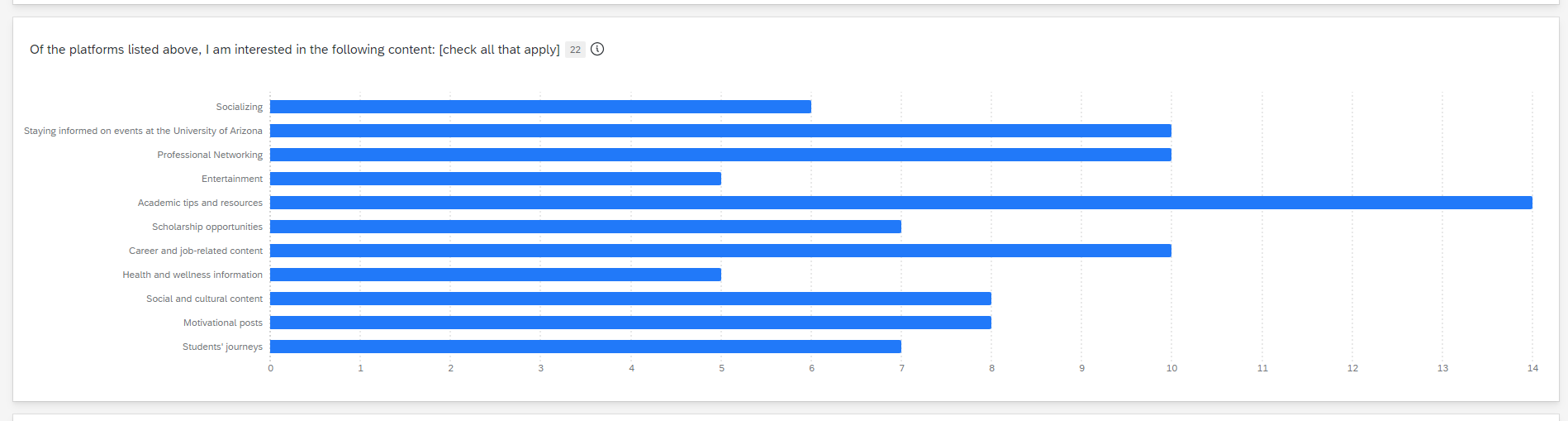
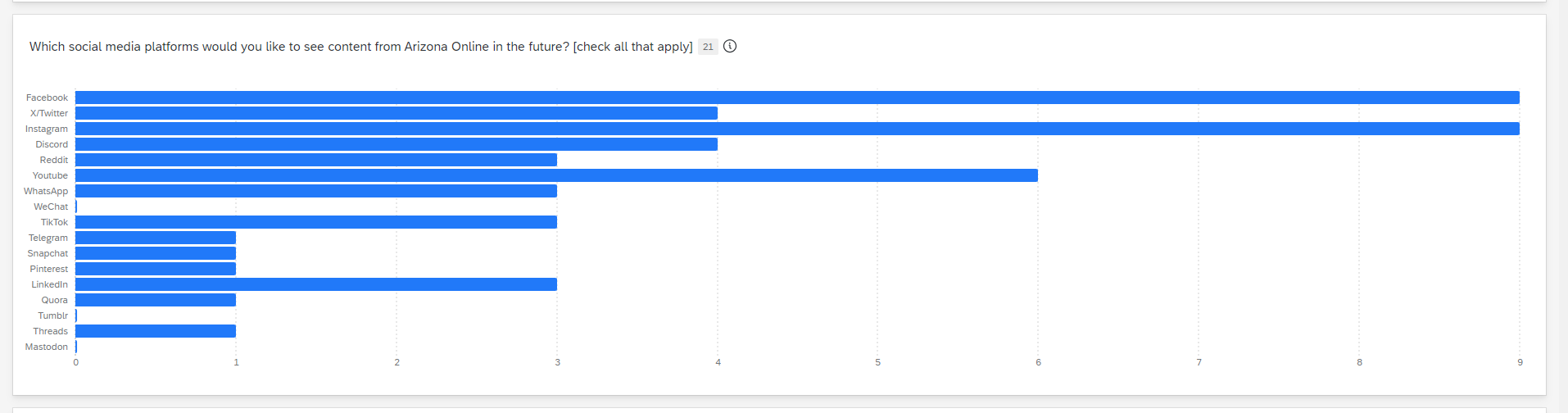
Minutes from 01/10/24.

## **Meeting Agenda:**

**Past Business:**

* Evaluation of social media strategy
* Primary objective of this meeting is to plan our visibility campaign

**New Business:**

* LORI:
  + Brainstorm name for our weekly cadence/visibility of ASUA-NY - Virtual Vibes: Connecting Wildcats Weekly?
  + Lori’s Monday Posts... Fueling the Week: Brewed Motivation with your ASUA-NY President
  + Discussion about Elizabeth’s video, and the video initiative
  + Comment on graphics
* MADISSEN:
  + Roar and Explore Wednesdays
* OWI:
  + Student spotlight brief
  + Alumni gallery brief
  + Funfact daily and weekend trivia
  + Connecting wildcats - Finding balance with owi
* ANNIE
  + Stipends were processed today so you should see it reflected on your account within a few days.
  + Social media reminders:
    - Always update Content Calendar when you post in Facebook and Discord.
    - Let’s limit it to one post per day per person so the algorithm doesn’t think your content is spam.
    - Send me your content for Facebook and Discord before posting to ensure proper branding, grammer, spelling, etc.
    - Include asuany email when doing outreach so folks know your message is legit and have another option for communicating if they don’t prefer DMs.
  + Results from last semester’s social media survey. N=25
  + 

**Announcements:**

**Adjournment:**

N/A