

# **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