

## VP Communications | 2017 Fall General Meeting Report

### Social Media

Following from the application of content and growth strategies since May 2017, both the MAUT Facebook account (778 “likes”; up ~600%) and Twitter account (368 followers; up ~1100%) have experienced significant growth. In contrast to the listserv consisting exclusively of association members, these social media feeds serve as the online face of MAUT to the general public in providing curated higher education news and professional development content from leading online sources (e.g., University Affairs, CAUT, LSE Impact Blog, Chronicle of Higher Education) as well as reflecting MAUT positions and advocacy on topical issues (e.g., #supportthereport, #divestmcgill). These feeds also serve to highlight the accomplishments of McGill staff (e.g., our summer showcase of McGill teaching and supervision awardees) while also announcing and documenting highlights of MAUT events (e.g., 2017 Welcome Gathering Facebook photo album).

These social media accounts have also successfully afforded online connections and sharing agreements with other McGill accounts (e.g., Twitter: @mcgillu, @McGillAlumni, @McGillITLS, @McGillGradStudy, @SEDEMcGill, @McGillLib, @McGill\_VPRI), faculty associations and unions across Canada (e.g., @UNBCFA, @cufa\_apuc, @UOITFA, @ULFA, @BUFABrock, @aapsubc, @SCCC\_UQO, @FAUWaterloo, @utfaculty, @WLUFA, @CUASA, @local244, @PSAC901, @CUPE4207), and leading Canadian higher education associations (e.g., @FQPPU, @CAUT\_ACPPU, @CAGS\_OTTAWA). The accounts additionally provide an efficient avenue for responding to frequent external requests from related offices and associations to provide a signal boost for specific events/issues (e.g., @E4Dca, @\_BAnQ, @McGillIOSD). Consistent with recent online initiatives of other faculty associations (e.g., Windsor University Faculty Association), specific protocols outlining best practices for content and use for both our Twitter and Facebook accounts are currently in development.

Concerning admin access to MAUT social media accounts, Twitter admin is currently limited to the VP Comms pending explicit Twitter protocols, with Facebook admin now limited to the present and former VP Comms (vs. the entire executive committee) and our new Membership Engagement Officer, Jo-Anne Watier, for the sake of parsimony and editorial consistency. With respect to her social media efforts, Jo-Anne is increasingly contributing to the curation of shared professional development and logistical content across platforms (e.g., event announcements, news posts), and recently created an MAUT LinkedIn account that she manages as primary admin in cooperation with the VP Comms.

Finally, an MAUT YouTube account was recently created by the VP Comms for two primary purposes: (1) to provide online video coverage of MAUT sponsored public events (e.g., academic freedom forum, Naylor report forum with 150+ views to date; links are public, searchable), and (2) to provide our members with video coverage of MAUT meetings for personal online viewing at their convenience (e.g., Guide to the Univers(ity), Fall/Spring General Meetings; links are private, non-searchable). As discussed by the executive committee, upcoming MAUT events will not be live-streamed (via YouTube, Facebook, or IT) for the sake of editing and privacy requests, with all attendees/speakers at future events to be video recorded for public online viewing also to be informed of the possibility of their voice and image being made available online after the event (with specific editing arrangements made possible for individuals who opt out; e.g., October 2017 MAUT forum speaker).

## Website

McGill training seminars (WMS 300 & 301) have been completed since June 2017 by the VP Comms and Engagement Officer as required to serve as MAUT website administrators. Website update assistance continues to be provided by committee member Genevieve Gore, with web update responsibilities to be increasingly assumed by Jo-Anne Watier in close cooperation with MAUT Administrative Officer, Honore Kerwin-Borrelli. Weekly Google Analytics for the MAUT site requested from the McGill Office of Communications and External Relations since June 2017 indicate significant website traffic (e.g., 394.18 average main page views/week, 4,336 total views since August 28, 2017) showing this platform to continue to serve as a useful resource concerning MAUT updates, events, and documentation.

## Varia

The Communications Committee, composed of Nathan C. Hall (Education), Genevieve Gore (Libraries), Ahmed Ibrahim (Arts), and Gerbern Oegema (Arts) met in full in June 2017, with subsequent meetings and email correspondence with committee members and the Administrative and Engagement Officers conducted regularly concerning website and social media management. With respect to the listserv, we are currently drafting best practice protocols to maximize efficiency and impact of this platform for MAUT members and officers (e.g., timing, redundancy, attachments, links, formatting, access, etc.). The Fall MAUT Newsletter was compiled by the VP Comms in September 2017 and consisted of critical updates solicited from MAUT representatives and executive on association involvement, the Naylor Report, social media, membership dues, personnel changes, administrative overload, and travel management issues. The MAUT administrative overload survey was recently administered to MAUT members in November 2017, with survey site management and data collection coordinated by the VP Comms in direct collaboration with Axel van den Berg (MAUT President-Elect), Sarah Severson (Coordinator, Digital Library Services), and Renée Sieber (MAUT Council). Preliminary numbers indicate over 100 survey participants, with qualitative responses to open-ended questions concerning administrative overload in the domains of forms, meetings, regulations, and documentation to inform the ongoing development of a joint standing committee on elimination of administrative overload. Finally, I wish to express my sincere appreciation to the former VP Comms, Genevieve Gore, for her continued support since April 2017 concerning all aspects of MAUT communications responsibilities; a sentiment shared by not only myself but the MAUT administrative staff.

Report respectfully submitted by Nathan C. Hall on November 14, 2017.