

VII-E-Publicity

SAS Publicity Committee 2015 Annual Report

Committee members: Linda Kidder (Past Chair), Mary Kate Donais (Chair Elect), Christian Pellerin (member), Anna Donnell (member), Moussa Barhoum (Chair)

Goals and Tasks for 2015

- Increase usage of social media for pushing out publicity content
- Pushing out press releases for various events and topics
- Matching social media content with website content
- Better networking/x-communication with other functions of SAS (for example Newsletter and Website)
- Recording and publicizing tour speaker talks via social media
- Increase engagement of SAS members to forward News content to committee

Achievements (to date):

- Monthly connect via Google Hangout of the Publicity Committee with captured minutes and action plans
- Constant publicizing of News content via Twitter, Labtube, LinkedIn and Facebook
- Created SAS-email account for easy forward of News content to publicity committee
- Recorded and published first Tour Speaker Talk on Lab Tube
- Recorded and published first video about SAS members explaining their member benefits and reason why they joined SAS
- Brainstormed and participated in the SAS 2020 Vision
- Started discussion on strategy of how to best leverage the Newsletter content and the Publicity News content
- Started communicating SAS members to record tour speaker events and to engage in sharing publicity News content
- Social Media content and Website News content currently being synchronized

Action items currently being worked on:

- Update of SAS brochure design and content
- Recording more tour speakers
- Strategies to receive more News content faster from SAS members
- Pushing out of press releases
- Better x-communication with other SAS functions

Challenges ahead:

Stronger engagement and participation from SAS members: How to stronger encourage to participate, involve and interact with University chapters and other SAS members more effectively.