

NOTES: Comms-Tech Editorial Task Force meeting—Wed. Aug. 13, 2014

ACTION ITEM:

LINK TO DOODLE POLL FOR NEXT MEETING: <http://doodle.com/45wwp3wz8vmzipqe>

[Notes from previous meetings at http://wiki.ussocialforum.net/wiki/Past_meeting_notes]

- 1) On call: Angela, Rob, Jackie
- 2) We approved the Call for Participation –See: <https://pad.riseup.net/p/AhOzjsMtiPsN>

Need to send to NPC list (Jackie will draft memo and send to Angela who then will send to Rob who will send to the NPC list—memo needs to framing document for our communications/ text/ invite feedback to new comms-tech email)

[set up email] Send feedback to comms-tech@mayfirst.org [forward email to Angela, Rob, Jackie]

Tabled: Discussion of overall media strategy—*who we're trying to reach/ how to reach them/ timetable...*

FOR NEXT MEETING Angela has set up riseup pad (https://pad.riseup.net/p/USSF_Media_Demographics) to help frame this discussion.

- 3) Logo design—Goal: Approvable design by 1 September.
Rob- did some outreach to solicit designers. Questions about how much to keep from old logo—we have sense that we may need a whole new logo.
Here's a link that might be helpful to give to folks thinking about designs—links to USSF political unity statements, background and histories of USSF and WSF process.
[http://wiki.ussocialforum.net/wiki/Orientation: History of Social Forums](http://wiki.ussocialforum.net/wiki/Orientation:_History_of_Social_Forums)
Send message to USSF NPC list inviting design volunteers-Jackie will do this.

- 4) Social Media Policy updates—Clayton and Angela
Link to draft social media policy: https://pad.riseup.net/p/USSF_Social_Media_Policies

Angela reviewed what has been done—previous admins. On the USSF facebook page have been contacted, invited to stay on if they wish to follow new process, there will be training for admins. Without training, no one will be allowed to stay as admins.

Angela will post the latest version of the social media document to the wiki page, along with resources on using social media to organize (Rob has document to recommend).

- 5) Proposed process for sending out content via mass-email list. We're proposing a process that will set up an editorial team to review content. This will be forwarded to ACT (via Alfredo, Rob)

The Comms-Tech work group has discussed and worked through questions about our broader communication strategy and about how to reach a wider audience. It is important that this work is integrated into the thinking about using this USSF email list.

Proposal:

1) Only a small number of people will be trained to use the system that distributes content to the USSF email list. This group might (but doesn't need to) include the national coordinator, and will include members of the comms-tech working group (i.e., with quick response times and someone likely to be engaged for at least the next year).

2) No content should be issued without going through a review process. It needs to be reviewed for both the appropriateness of content and the presentation. A team of 'editors' who are qualified to assess content will review all content submitted. This team will include someone from the comms-tech working group in addition to the national coordinator, delegates from ACT, and/or other designated working group members. Editors review submitted content and can make suggestions for revisions or indicate approval or disapproval of a post.

In composing the editorial team, we need to include people who can help us not just with content, but who have in mind our overall USSF communications strategy --that is, timing/frequency of email contacts, presenting a coherent story about the USSF process, and adhering to the consistent language, framing, and communications principles that our task force has been developing. This is why it is important to have at least one member of the Comms-Tech editorial task force on this review team. In addition, every piece needs to be carefully edited before it goes out.

3) We can discuss how to determine this review process- i.e., how many editors must approve a post, whether and under what conditions a post can be rejected or blocked.

6) Newsletter updates

Slow responses for requests for updates from sites.

Jackie noted that we don't need a lot of detail, we can just say a bit about what's happening in the sites and include contacts, ways for folks to get involved if they're in the area.

****NEEDED:** better pitch for what 'polycentric' forum is. We will use riseup pad to develop this so we can use it in outreach: Angela will help lead—Jackie noted that there is an article for the newsletter on the idea of polycentrism and its usefulness for addressing environmental and other social problems.

Discussion on this at next meeting https://pad.riseup.net/p/Polycentric_discussion

TABLED: 7) Communicating the PMA process- Anna

TABLED: 8) Other business:

a. Webinar—video and national call-in: What is the USSF/Basic intro and Q&A.

NEXT MEETING Meet in 2 weeks. PLEASE FILL OUT POLL:

<http://doodle.com/45wwp3wz8vmzipqe>