

Social Media Committee Summary  
by Jim Laffer, Social Media Chair

November 2020

Over the last quarter, the ALDA Social Media Committee, SMC, has been working to improve many aspects of our communication and outreach with the members and subscribers who receive our emails as well as continuing to support all the other platforms that ALDA uses.

During the past few months, the SMC has sent out emails about nominations for the upcoming ALDA board elections allowing people to nominate themselves or others for future board positions. In addition, there have been e-blasts promoting the new Sign Language class and a major push to identify volunteers to help with the various aspects of running a major organization like ALDA. This last email led to several new volunteers taking on various aspects of helping keep ALDA relevant and moving forward.

In addition, the SMC has supported ALDA board's initiative to support social justice and made changes to the Facebook pages to make them more inclusive for all.

Of course the SMC also assists to send reminders about membership renewals and oversees the ALDA website which has had several articles on numerous topics over the last several months including articles on communicating at a time when everyone is wearing masks, the aforementioned volunteer initiative and information about staying safe during hurricane season.

Recent efforts are to expand our image database to give us more options for newsletters, e-blasts and the website. Look for these fun and relevant graphics and feel free to tell us what you think or submit original artwork of your own if you would like to see it featured.

In the coming months the SMC expects to have a more lively and robust presence on Twitter and other social media platforms as new volunteers take on increasing roles.

We welcome any and all feedback. Please send comments or questions to me directly at [smediachair@alda.org](mailto:smediachair@alda.org). The door is always open!