

SNAC Communications Working Group

Annual Meeting 2021



- Hello, I'm Faith Charlton. I'm the lead processing archivist for manuscripts division collections at Princeton University Library and am joining you today from New Jersey, which is part of the unceded, traditional territory of the Lenni-Lenape. I chair the Communications Working Group, and I'm going to briefly talk about the group and projects we've worked on over the past year.

Working Group Members

Jolene Beiser (University of California, Irvine)

Betts Coup (Houghton Library)

Dina Herbert (NARA)

Rachael Hu (California Digital Library)

Amanda Nelson (Wesleyan University)

Joe Schill (Corning Museum of Glass)

Kelly Spring (East Carolina University)

- CWG, which meets monthly, assists with internal and external communication about SNAC projects and developments.
- The members of the WG are listed here. I'd like to thank everyone for their work and contributions.

2020-2021 Projects

- Communications Plan
 - Monthly newsletter (available via the Cooperative Members listserv + SNAC website)
 - Website



- Over the past year, our main focus has been developing a communications plan to document and assess all of SNAC's communication tools and platforms, including but not limited to its listservs, the monthly newsletter, which continues to serve as SNAC's main form of communication with the cooperative, SNAC's website, and its social media accounts.

2020-2021 Projects

- Communications Plan
 - @SNACcooperative 
 - Twitter team: Betts Coup, Dina Herbert, Amanda Nelson
 - SNAC news
 - Use SNAC Twitter account to post!
 - Member news + projects; identity constellations of individuals or groups from underrepresented communities
 - [SNAC Cooperative Twitter submission form](#)

- One significant result of this project has been the group's efforts to revive SNAC's twitter account and to develop a comprehensive and sustainable way to manage it. As an initial step, we uncoupled the account from NARA, the account's previous owner.
- Several members of the WG oversee SNAC twitter, including a publishing calendar that the communications group as well as other working groups and SNAC administrators use to schedule posts.
- In this initial phase, the CWG has been using the account to tweet links to the monthly newsletters and to inform the community about new members. We also regularly review SNAC tags to retweet.
- Notably, we're also encouraging Cooperative members to use SNAC's twitter account to share news about SNAC-related projects, initiatives, or events in which they're engaged, especially as a means for staff at member institutions who may not have access to this type of platform to share their work. We're also encouraging member institutions to use SNAC's account to highlight identity constellations, particularly those of individuals or groups from underrepresented communities.
- To use SNAC's account, the WG developed a google form that we include links to in the newsletter for folks to use to request a scheduled tweet.

Future Projects

- Twitter campaign(s)
 - Identity constellations focusing on individuals or groups from underrepresented communities
- Finalizing communications plan
- Collaborating with the Reference and Research WG on outreach to SNAC users

- The working group is currently discussing more formal projects, including a Twitter campaign that will focus on regular posts highlighting identity constellations of individuals or groups from underrepresented communities.
- We'll finalize SNAC's communications plan, which will also involve reviewing and updating materials for those presenting about SNAC, and work with the Reference and Research WG to coordinate outreach efforts to SNAC users.



Questions, Suggestions?



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Email snaccooperative@gmail.com to subscribe to the Cooperative Member's listserv
(open to members and nonmembers)

- If you have any questions, suggestions, or feedback about the work the group is doing, or if you're interested in joining the WG, please contact me.
- If you'd like to sign up for the monthly newsletter and receive other news and information about SNAC, you can email snaccooperative@gmail.com. Thanks!