

Communications & Technology Meeting Minutes

May 9, 2022

- I. Attendance
 - A. Present: Miguel, Patricia, Christina, Jazzmyn
 - 1. Logged on Late: Roberta
 - B. Absent: Joe, Chalie
- II. Update on Social Media Information
 - A. Facebook
 - 1. The USA Roller Sports page - Cara Ross and Ricci Porter as Editors
 - a) Need to get admin access
 - b) Probably need main office to get admin status for this
 - c) Miguel to contact Brent about this; Christina to send previous research to Miguel
 - 2. The USA Roller Sports Figure page - Brent Benson as Admin, with Mykal Pedraza and Cara Ross as Editors.
 - 3. USA Roller Sports Derby Page - Christina Gerrish & Misty (Derby Chair)
 - 4. Speed - ?
 - 5. Rink Hockey - ?
 - B. Instagram
 - 1. USA Roller Sports Instagram page - Cara Ross as Admin; Joyann Donaldson (FSC Chair) and Jazmyn have the login
 - 2. USA Roller Sports Figure Instagram - Cara Ross as Admin
 - C. YouTube
 - 1. Cara Ross has admin login & posts videos when time permits
 - D. Too many social media sites
 - 1. Too diluted information - need to condense social accounts to 1 main USARS account for each platform
 - 2. Too many pages/subaccounts - no centralized place to post or find information
 - 3. Need to set up Facebook to cross-post to Instagram, etc. to maximize platform usage
 - 4. Need assistance of the office to work on centralizing accounts and consolidating admin logins
- III. Additional Input from Former C&T Chair
 - A. Committee should try to run social media campaigns, but focus needs to be on getting information from all of the sports & properly documenting consent forms for use on social media
- IV. Questions Sent to USARS
 - A. (1) Who do we send our approved meeting minutes to?
 - 1. Brent should receive the meeting minutes once approved
 - B. (2) We discussed the request you forwarded from the Speed Committee. It brought up a lot of questions regarding what sorts of things our committee is and

is not responsible for, especially in regards to dealing with USARS technology & equipment, how it is managed, and who is tracking this information. Where should we go to get this sort of information? We aren't sure how effective we can be if we don't have parameters around what sort of things we can be working on. We did think that some portion of the request we might be able to help with, as one of our members (Joe) had worked on steaming displays at Americas Cup for Figure, and could perhaps advise on how to do this for Speed, but he would need more details and information about what systems they currently have and what exactly they are trying to achieve. Is this something we can ask the Speed Committee directly, or do we need to go through you or another committee to send communications back and forth?

1. Have not heard back

- C. (3) We discussed USARS social media strategy, but found it difficult to make any progress or decisions without knowing what accounts USARS has and who is in control of them. Is there any way to get this information or is there someone we should contact about this? We also need to understand what our committee's role is in regards to social media, the USARS website, etc. or if there are other things that the organization needs us to focus on because this is being managed in some other way.

1. Have not heard back

V. Videos for videos

- A. Jazzmyn can't get videos from Joe
- B. Google Drive - Patricia setup for ease of video transfers

VI. Follow-ups

- A. Christina to contact Derby board members
- B. Patricia to connect Miguel with Heidi
- C. Ask for direction on projects to support nationals, etc.