Welcome
Selection of a minute taker
Approval of the agenda
Business arising from the minutes/approval of the minutes

Updates from ITS (Marc)

Ministers

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Out of Student Outreach Group in the spring, this received approval from the Communications Coordinating Group. We have now established a library Instagram account [instagram.com/uoftlibraries](https://instagram.com/uoftlibraries). Instagram was seen as reaching a younger demographic than Twitter.

Neillie Cancilla and Jesse are administrators of the account. The first post was in mid May with research - there has been a considerable amount of planning in Confluence with a calendar of post topics. Goal is 1-2 posts a day, which is considered the optimum for quality Instagram, along with a consistent visual identity. Account goals are both serious (collections, promotion) and fun. People like faces and architecture, but book covers, not so much.

- We are up to 438 followers, 120 posts. There will be a lot of social media promotion this fall, including TCard lineup, orientation.
- Also trying to organize workflow so there is less scrambling to post.
- There will be some staff profiles linked with In The Loop as well, events, tours, workshops. It has to be fun. There are some assessment tools to look at followers, likes, to help us gauge effort. we are also keeping track of time.
- How will we evaluate who our followers are? Jesse will be looking at influx of likes in September to see if we are making an impact on the demographic that we want. It's a little early to assess. Judith also noted that HootSuite has added analytics for Instagram as well, which will be helpful.

Update on content management (Judith and Lisa)

- To assist us in identifying and acting on orphaned content, Lisa and Judith have set up a Content Audit, stored in Google Drive. We pulled a database spreadsheet from Drupal, merged the old audit to the new one, which will help in keeping the content links up to date. Will update the audit on a quarterly basis. This will make it easier to keep content up to date and remove unneeded content.
- In Drupal, you can set a rule to trigger an action (IF/THEN). Judith is setting a rule to notify the page author if a page older than one year gets viewed. We will need to update author ownership soon.
- Content inventory helps us discover and deal with transitory information, eg news items, book covers for the homepage. After a few months, we can unpublish the transitory information with the aim to keeping content on the website current and correct.
- Also this summer, enabled a Drupal feature to allow you to auto-unpublish a page - this will allow pages with a known end date to automatically unpublish a page, rather than having to remember to unpublish it later on.

Other updates

- A new TALint intern has started work in the UX area, reporting to Lisa (Olivia).
- LibAnswers: Judith reported an upcoming meeting this Friday Sept. 4 of key participants to review LibAnswers 2 platform. The new functionality will require us to take on the ticketing system, chat module and more. Early thoughts are to transition our public FAQs into Drupal, and manage our private answers through library.info.

Next meeting

Wednesday, October 7th from 2:30 - 4 p.m. in the Alice Moulton Room (Gerstein)