



TO: PRESIDENT KIM KIRBY & MEMBERS OF THE FLORIDA CHAPTER EXECUTIVE COMMITTEE

FROM: CHARLES R. JORDAN, M.P.A., SOCIAL MEDIA & TECHNOLOGY CHAIRMAN

DATE: NOVEMBER 2011

RE: **SOCIAL MEDIA & TECHNOLOGY COMMITTEE REPORT**

On October 12, 2011, the Committee met by conference call. We discussed the following primary subjects: Social Media, Teleconferencing, and New Ideas to Consider.

1. Social Media – The Committee as a whole was very enthusiastic about the current system of social media connections for the Florida Chapter. It was discussed that keeping the sites updated and current to be more attractive and valuable to the members utilizing them was the new challenge for the committee. Since all of the Social Media sites are interconnected back to the Facebook site as a “primary”, it was decided to split the duties of updating the Facebook site between five appointed administrators:
 1. Chas Jordan – Monday
 2. Herb Raybourn – Tuesday
 3. Brandi Allegood – Wednesday
 4. Kim Kirby – Thursday
 5. Amy Blaida – FridayIt was also discussed that individual branches could develop their own social media facebook page and manage it themselves. If any branch wishes to do so, please contact Chas Jordan at cjordan@largo.com to work together to build the pages concurrently. There should not be twitter or youtube sites for branches, those should be consolidated at the chapter level under the username APWAFloida. If a Branch wants a LinkedIn site, Chas will set that up for the Branch as a “sub-group” of the Florida Chapter’s group site.
2. Teleconferencing – With a recommendation from Herb Raybourn, the committee has established a teleconferencing account for the Florida Chapter for free. If any committee, branch, or group of members wishes to utilize the conference call system to hold meetings or discuss events, they can reserve the service by emailing APWAFloida@gmail.com and also including that email address on the calendar appointment for the meeting. Once the service is reserved, instructions for the proper use of the service (how to login, etc.) will be sent to the meeting organizer. The committee is going to look further into services that can share desktops or videos, for possible web-ready training to be provided by the Chapter in the future.
3. Other Ideas – Mike Maier from Palm Bay asked if the Chapter would like a Smartphone “App” to be built for the Chapter, to help communicate and send information. We stated that this would be a great idea and the members were to think about functions they would like in an App and we will discuss at the next conference call.

This committee is really taking on some big projects for the chapter and has some very fresh ideas. I apologize for my lack of attendance at this meeting, but look forward to seeing everyone in Tampa in January! Email me if you have any questions or ideas for projects for the committee to research!

Respectfully Submitted,
Chas Jordan, Committee Chairman