



## Agenda for ASP communication meeting – July 8<sup>th</sup>, 2014

Present: Peter BC; Lucette B; Michelle W; Signe H; Peter SM

Absent: Lene KH; Emma K.

Referee: Lucette B

### 1. Update on Website

- a. Twitter – continues to see activity - LB to send regular updates on activity
- b. Stories from the field
  - CEOS has posted 2 stories from Daneborg; 3 from Cambridge Bay
  - ARC is posting from the Daneborg – targetting one story per week
  - Signe is taking stories from ASP News that qualify as ‘blogs’ and posting them as blogs under the research tab
  - We all need to keep reminding researchers to send stories and photos from the field
- c. Instagram – Signe informed us that ARC is experimenting with Instagram. See the ARC homepage and click on ‘follow us on Instagram’. This is like twitter but with photos instead of text messages.
  - We might want to consider this for the ASP website as a way to share photos from the field, meetings, etc
  - To be discussed at the November meeting
- d. Issues with the website
  - - Signe as noticed that News posts don’t have dates. SH to follow up with PSM to ask Martin to include a date stamp on ASP News
  - - Signe also noticed that left menu does not appear when following link to News story on different devices. SH will follow up on this issue with PSM/Martin
  - - Lucette noticed that if you are linking a story to the ASP site from your home site, if you later move the story to another location (ie archive or past stories page) you need to verify that the move did not change the url to the story. If it did, you need to re-insert the new url to the link, otherwise it will not be able to locate the page.
  - Managing people who want to interact with website and ASP ie subscribing and unsubscribing to the site
    - Can be used for newsletter, meetings, etc
    - Pete is interacting with Peaceworks to design this feature
      - Preliminary quote for this is \$2,000-2,800 Cdn
      - Peter is interacting with Malene at GCRC to pay for this feature
      - Would be operational by September – in time to release the first ASP UpDate!
      - PSM will continue to follow up on this and will send rest of the team information as it develops
- e. Videos
  - Peter B is working on 3 new videos from Daneborg
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### 2. Internal/External communications

- a. Newsletter/ASP Update
  - Signe sent a template created at Aarhus

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- Need to identify the target audience
  - Primary audience – ASP membership
  - Secondary audience – potential collaborators and general public
  - 1<sup>st</sup> newsletter – keep it short – target both
  - SH to check to see if there are issues with format with other devices
  - Agree to follow template and aim for October for first one
  - Dedicate September meeting to finalize what goes in it.

### 3. Communications Report – Aarhus

- a. experimenting with Instagram on ARC website – automatically loads photos onto the web pages – similar to twitter; good way to show photos

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### 4. Communication Report – CEOS

- a. Adding Amundsen projects to the website – Lucette following up with project leads for project summaries and for stories from the ship
- b. Working with UofM communications people to develop a strategy to promote and communicate Soren’s activities – working on a research highlight/profile in September

### 5. Communication Report – GCRC

- a. No news to report
- b. PSM will continue to represent GCRC for Communications Team

### 6. Action Items

- a. Continue asking for stories from the field - ALL
- b. PSM follow up with Peaceworks to develop module for membership
- c. Signe to follow up with PSM re: issues with the website noted above
- d. Signe to follow up on questions regarding format for ASP Update template!
- e. Add summaries and photos on ASP outreach activities (MW)
  - ASP field school – 3 outreach activities conducted
  - Arctic Science Day – Cambridge Bay Campaign
- f. Amundsen campaign – list of projects – (LB)
- g. Write-up on GINR hosting the Adaptation and a Changing Arctic workshop – (PSM/LKH/EK)
  - Small paragraph with photos
  - To post on News from ASP -
- h. Change photos in photo gallery with ASP photos (All)

Next meeting – August meeting is cancelled due to holiday schedules – next meeting will be Tuesday, September 2<sup>nd</sup>, 2014.

NOTE: this meeting will be dedicated to finalizing the content for our first ASP Update!

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