

MINUTE MEETING

October 22th, 2022

Attendance

We have the first meeting with ISA RC/TG/WG social media managers & newsletter editors with the assistance of 29 colleagues, representing 20 ISA RC/TG/WG. Three RC/WG/TG presidents also took part in this meeting (RC13, RC29, and TG10) as well as Jan Fritz, a member of the ISA Executive Committee and Research Coordination Committee.

What to expect?

- Ideas & good practices compendium with ISA RC/TG/WG shared experience on social media use. **To be sent on November 20, 2022.**
- Technical guide to prepare security and access for social media accounts in order to pass the baton when needed next year. **To be sent on December 3rd, 2022.**

Need your attention

- The guides will be shared on the [RCsocialmedia] mailing list. If your RC/TG/WG doesn't have a representative on the mailing list yet, please [sign up here](#).
- Please share any experience, idea, or tool (software, App, webpage, etc.) that already helps you with the management of your social media or Newsletter. By email to isa-socialmedia@isa-sociology.org **before November 6, 2022**. Concerns & questions are welcome too.
- **Save the date:** Next meeting will be on **February 11th, 2023**. The agenda will be set up from the needs and ideas that arise after the guides.
- Take a look at your RC/TG/WG page on the ISA website and check if the links to social media, independent webpage, or any other that apply in your case are updated. If not, please send an email to isa-secretariat@isa-sociology.org

Hosted by

- Geoffrey Pleyers, ISA Vice-president for Research
- Cecilia Delgado-Molina, ISA Social Media Manager

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Opening & Welcome

Geoffrey Pleyers, Vicepresident, opened the meeting and welcomed the participants. He also closed the session and replied to some of the questions raised by the participants.

Main Points

1. RC/TG/WG are different in their way of working, their size and their priorities. They also have different needs and expectations in social media. Our aim is not to homogenize the RCs' use of social media but to support them in their project and uses of social media and foster a space where they may share good practices.
2. It is not mandatory for RC/WG/TG to have any kind of social media. Each ISA RC/TG/WG should decide which communications channels to use (a website, a mailing list, and/or social media) and, if this is the case, which social media will use.
3. Publishing two newsletters yearly is a requisite for every RC/WG/TG, as stated in the ISA statutes. However, an active social media account will be considered for RC/WG/TG who don't want to publish a newsletter.
4. Given our limited capacity, ISA will concentrate on three social media: Twitter, Facebook, and, since recently, Instagram. It does not prevent RC/TG/WG from using other social media platforms, notably based on the preferences or styles of their members, or social media that are more relevant in the regions where many members are based.
5. In reply to two delegates who suggest using alternative and non-commercial social media platforms, Geoffrey replied that he shared this approach and that RC/TG/WG that want to develop their presence on these platforms are welcome to do so. At this stage, the ISA cannot work with additional platforms. However, if a significant number of RC/WG/TG develop a solid presence on an alternative media platform, the ISA may join the platform too.
6. The ISA secretariat is very active in updating the RC/WG/TG webpages on the ISA website, and the social media manager in diffusing information from the RC/WG/TG. However, RC/WG/TG often forgets to share news and information with the ISA secretariat and social media manager. Communication and diffusion can easily be improved by sending information about your activities to the secretariat and social media manager.
7. Our presence and visibility on social media will also be strengthened by collective dynamics and mutual support among the RCs. For example, liking and retweeting posts by other RCs is an easy step that will increase our visibility on social media and help each RC to gain new followers.

ISA Social Media

Cecilia Delgado-Molina, in her capacity as ISA Social Media Manager, presented the current ISA social media strategy since September 2022 -find the graphics in the attached presentation-.

Main Points 1/2

ISA Social Media Strategy

1. We look forward to showing an integrated image in all accounts and an integrated dynamic among them, to convey an image of the ISA and its publications as a single organization. Currently, ISA & ISA Publications have active accounts on Twitter, Facebook, and Instagram.
2. We continue the campaigns on ISA journals #SociologisOfTheMonth (Current Sociology) and #TopicOfTheMonth (International Sociology).
3. We have new regular campaigns #ISAHistory, #ThrowbackThursday, #SundayReads, and #PastButCurrent, transversal to all accounts.
4. We will select some UN World Days to recommend papers and research topics. If any RC/TG/WG has any suggestion to engage with some international day or any special/historical data, please contact the social media manager.

Note: Subsections C & D are social media campaigns, not related to the ISA website.

Engage with RC/WG/TG

1. Calls for Papers: RC/WG/TG Calls for Papers that you share with us will appear on the ISA website, in Isagram and on social media. Remember that ISAGRAM is released on the first day of the month, please send your calls in advance.
2. Newsletter: Every RC/WG/TG have a different situation and policy about their newsletter. If you want to include it in the RC/WG/TG page on the ISA Website, don't forget to send it to the ISA Secretariat. If your newsletter is open and you want to disseminate it through ISA social media just tell us.
3. Social Media:
 - ISA social media accounts will "like" all RC/WG/TG publications (not RT) and will share any publications related to your calls for papers on all social media.
 - If you don't have your own social media, we can help you to disseminate the information you need. Also, you can propose anything related to active campaigns. For example, information about the history of your RC/WG/TG, for the #ISAHistory & #ThrowbackThursday campaign; or any historical or international date. Please, feel free to contact ISA social media manager. All proposals and questions are welcome.

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Main Points 2/2

Pass the baton – manual

We all know stories of lost access to social networks because they were opened with the personal email of a previous committee, or because we don't know how long it's been open and who has access. Previously, it was effortless to pass account control, but as digital security measures increase and strategies such as two-step verification and other requirements appear, it is increasingly difficult to give account access to new people in charge.

For those who could use some assistance with these issues, we will send a manual with basic information on social media access and how to prepare to be ready when you need to pass the baton.

Developing your own social media

Each RC/WG/TG is entitled to open or not any social media channel. From the Research Vice-presidency and the ISA social media manager position, we open the emailing list and call for these meetings to bring together the experience that many of you already have. Also, it is an opportunity to arise ideas and concerns that some of us don't think about yet. We open the forum to listen to your questions and experience.

ISA Contact Information

- Share your RC/WG/TG news and information, as well as your data updates and any idea that we might help with. Within our capabilities, we will do our best to assist you.
isa-secretariat@isa-sociology.org & isa-socialmedia@isa-sociology.org

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Open Floor

We collect the questions and experiences about the use of different social media channels and that will be included as part of the compendium that ISA SMM will send on November 18th, 2022. This compendium will also be enriched with the contributions that the members send us before November 6, 2022.

Main Points

In addition to the practices and questions in this regard, the following issues were raised on the open floor:

- Jan Fritz from the Executive Meeting joins the meeting to invite the RC/WG/TG to engage with the forthcoming section on the ISA website: The UN and you.
 - Several concerns about the website structure and accessibility were expressed. Some members pointed out that is hard to find the information and use it.
 - The request to have all RC/WG/TG websites and social media profiles all together on just one page on the ISA Webpage and social networks in one place was repeated.
 - It was pointed out that the information can be confusing, especially since it refers to very different situations according to the reality of each RC/WG/TG. Attendees suggested setting up a core document with FAQs, contacts, and resources.
 - Concerns about overwhelming information were expressed. We need to find a way in which important information will not be lost.
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[RCsocialmedia] mailing list

The mailing group is to share experiences and resources to enhance RC/TG/WG's presence on social media, without overburdening. Please let's keep communication fluid.

- If you want to send something relevant to the whole group, you just have to send an email to rcsocialmedia@gaggle.email
- When you reply to an email sent to the group, take a moment to decide if it is relevant to the whole group or only to the author of the message and reply accordingly.