

COMMUNICATIONS COMMITTEE Report

We met on January 6th via zoom

ATTENDANCE: Tim Hubick (chair), Krysty Thomas, Steve Sukhbir and Brianne Goertzen (staff).

REGRETS: Amanda Wakeford

General opening remarks took place.

PRC NEWSLETTER & GEO REP BLURBS

Discussion took place regarding the launch and roll out of the focused PRC newsletter and supplementary social media shareables. With the switch to virtual PRC in February some of the additional media such as photos and videos Brianne was going to obtain is not feasible. She will be looking to develop workarounds to ensure shareables have good pics of PRC members and look for creative ways to feature PRC members.

Brianne highlighted the need to secure the remaining Geo Rep blurbs since to date only one has been received. She also identified the opening blurb to the newsletter ie what is the PRC in an accessible way needs to be developed by the committee and then she would edit and format.

It was decided that the featured profiles of PRC members would be boosted on Facebook and Instagram to increase exposure. Brianne will figure out which budget line pays and if we need PRC approval.

Tim reached out to the Geo reps who have not remitted bios to do so asap and remit to Brianne.

Brianne will format and put items together in advance of the PRC meeting for approval and seek clarification on the budget for boosting social media posts.

ANALYTIC REVIEW OF SOCIAL MEDIA

Brianne gave an overview of the provided PowerPoint of the current social media analytics.

While numbers are not stellar there are indications of growth of organic audience of all social media platforms

A general discussion took place regarding some of the challenges related to content and focus as it relates to social media messaging.

Committee members highlighted the need to figure out what exactly we should focus on, there was consensus regarding that need to focus on members, issues and the public.

Krysty would like to bring the question to the PRC for consideration, asking what we should focus on including which issues. And wants to ensure we highlight the great aspects of the prairie region and really talk about the issues.

Steve spoke to the need to influence the public perception of PSAC prairies members and spoke to the disconnect between the public and the union as it relates to Phoenix and a general lack of understanding/knowing that PSAC works in solidarity with other unions and within the community. We need buy in from the public just as we need buy in from our members.

There was agreeance to take to PRC for discussion.

PRAIRIE VOICE AWARDS

Standing agenda item to provide space for gift ideas in the monetary amount of approximately \$50 per gift. Past gifts included a book and plaque. Timelines were discussed as it relates to the consideration of categories of the awards and whether to add, delete or amend criteria etc.

Krysty identified that some people can only apply to one award however, they may be more suitable for another award, why not open to multiple submissions and then being able to pick the best person for the best category.

Tim spoke to the need to expand award categories, such as an Indigenous leader award.

This discussion will take place following the National convention to ensure time to seek PRC approval for any changes/amendments.

Decisions related to the call out and application will take place in Fall 2022.

A general discussion took place as it relates to the Facebook pages of committees.