

Samvera Marketing WG 02/10/2021

Samvera Repo contains a wealth of information from Samvera Connects since XXXX. Marketing WG will make efforts to market the Samvera repo to increase the awareness of the available resources on Samvera repo

Specific Goal: Increased visibility of Samvera Repo based on vanilla Hyrax/Hyku

Possible ways to achieve the goal:

- Integrate with Google Analytics to measure the traffic increase
- Add a newsletter item to refer to the samvera repo before submitting Connect proposals
- Communicate to the partners about the presence of this repo, and encourage them to share it on their social media
- Survey the partners ---maybe later in the year. First start with the analytics and sending a note with the call for proposal

Comments:

Alicia: Do we need a policy? Initial idea was to have a local internal repository of the docs. Figuring out the policy of how we want to market it makes sense

Heather: Understanding with Richard is that It is a place to store the output of the community conference and other possible venues. If we want to promote it, we will need to ask Notch 8 about how it is hosted

Chris: initial primary audience is Samvera Community. Focusing on the internal audience

Next Steps:

Alicia and Nabeela will work on slides and a demo of the repository to be presented at the April's partner meeting. Heather will check with Notch8 for analytics.