

# IASPM Communications Committee

## Operating Procedures

### 1. Account management

Accounts are managed using KeePass. Steps to access:

- Download database from this link (Password to access file is: -----)
- Enter database password (held by the members of the committee, email the committee for this password).
- View and edit passwords
- KeePass has been set up as the password manager.

### 2. Posting schedule

- Posts are scheduled using Google Doc SpreadSheet.
- Posts are added to the spread sheet under the tab that corresponds to the month .
- Images are saved to the folder and linked in the spread sheet.
- Posts are usually taken from the IASPM mailing list, and also from special content sent through. We make a priority of promoting the book prize and IASPM seminar series.
- We periodically try new initiatives so that posting content provides some point of difference to the mailing list.

### 3. Communication within the committee

- The social media committee team primarily communicates via email.
- We meet via zoom.
- We recommend using IASPM zoom account to set up meetings.
- We use a [rolling meeting notes document available here](#). We create a new document for each year.

### 4. Committee email

- There is an email address for the social media committee: [news@iaspm.net](mailto:news@iaspm.net).
- All the committee receives emails from this address (it works like a mailing list, there is no inbox).
- We ask people to email content directly to this email, but usually people will email it to the Chair. This seems to be working fine.

## 5. Platform specific notes

Platform	Link/username	Language
Facebook	<a href="#">IASPM: International Association for the Study of Popular Music</a>	English and Portuguese
Twitter	<a href="#">@IASPM_OFFICIAL</a>	English
YouTube	<a href="#">IASPM Official</a>	English
Instagram	<a href="#">iaspm official</a>	English and Portuguese
WeChat	Log into WeChat and search "IASPM"	Chinese
LinkedIn	Personal page: <a href="#">IASPM Global</a> Organization page: <a href="#">IASPM Official</a>	English

### 5.1 Twitter

Tips for shortening content (and increasing engagement):



1. Use a link shortener, such as TinyUrl
2. Look for shorter synonyms of words
3. Tweet an image with the words
4. Tweet numbers, not number words
5. Rewrite a headline to make it succinct
6. Drop unnecessary words, as appropriate
7. Use abbreviations, acronyms, synonyms (things like vs. for versus, etc.)
8. Using Twitter handles, for example, [@LivUni](#), can help reach and interaction
9. For CfPs and events, I try to include title/dates/due dates/image/event link/info email
10. Interact with (and retweet) posts by other IASPM branches/associations, including Canada, Benelux, US, UK and Ireland, D-A-CH, IASPM Journal, etc.

### 5.2 Instagram

Also sometimes need to create images since Instagram is an image-based site. Uses Canva to do the images if there are no images associated with the content.



### 5.3 Facebook

Tips:

- The committee member who takes care of this page needs to be added as an admin.
- Responsible for approving/declining new members.
- Posting from personal account onto the page, so to make it obvious that this is a IASPM social media committee activity have been adding:  
 A message from the IASPM International Social Media Committee - contact us at [news@iaspm.net](mailto:news@iaspm.net) 
- Posts here are usually in English and seem to have a good reach in Europe.
- Where possible, tagging people in posts increases engagement.
- Will often use the scheduling feature on Facebook posting so that posts go out regularly.

## Steps:

1. Go to the IASPM Facebook page
2. Click “write something”
3. Start with (or something like it, can be changed)

 A message from the IASPM International Social Media Committee - contact us at [news@iaspm.net](mailto:news@iaspm.net) 

4. Add the content from the post from the posting schedule [Google Doc SpreadSheet located here](#).
5. Use the schedule post function in the bottom right to schedule the post.

## 5.4 WeChat

The operation logic of WeChat is pretty different from other platforms like Facebook or Twitter, it presents as an article as a post.

Here were some posts on WeChat:

[Welcome to IASPM \(qq.com\)](#)

[研讨会预告！拉丁美洲的流行音乐研究回顾 \(qq.com\)](#)

[首届皇后乐队（Queen）专题研讨会即将开幕！（qq.com）](#)

[IASPM 2021图书奖获得者及作品推介 \(qq.com\)](#)

[披头士研究论文征集 \(qq.com\)](#)

## Steps:

1. Choose the suitable post from the posting schedule [Google Doc SpreadSheet located here](#) or IASPM mailing list.
2. Translate it into Chinese. And if the length of the text is too short, we should add some related things by ourselves like backgrounds or examples.
3. Use the WeChat account to log in [公众号 \(qq.com\)](#)
4. Put the Chinese text into the WeChat and do some edit. Sometimes we also need to find some extra pictures, videos or music to make the post look more comfortable.

## 5.5 LinkedIn

\*\*\***IASPM Official** (LinkedIn Pages) is the main page used to disseminate info and interact with the community on LinkedIn (**POST ON THIS PAGE**)

\*\*\***IASPM Global** (Personal Page) is the account created to start the IASPM Official business page (**NO POSTS HERE**)

1. Use own discretion to select content from the posting schedule/ mailing list that is suitable for the LinkedIn audience
  - Usually about 2-3 posts a week
2. Copy the text (and links) in the ‘Start a post’ box on IASPM Official

3. Edit the content to fit a somewhat consistent format
  - Purely for consistency's sake
  - you can have your own format preferences (or none at all)
  
4. If there are people/institutions/organisations mentioned in the post, tag them by adding the '@' at the beginning of the name (the more tags we have, the more likely the post will have a wider reach = more organic impressions)
  - A list of suggested accounts will pop up, select the correct one (very important!!).
  - It might be difficult to discern which account is the right one, but one trick I've discovered is to add additional relevant info right after their names (ie affiliated institution), and while the suggested list is still on screen, click on the additional info.
    - Example @Hueyuen Choong Westminster ('westminster' is the additional info)
  - If you are not aware of any additional info, Google is always there for you.
  - The next step (for double checking) is to head over to the account you are about to tag to confirm it is in fact the right account.
  - If after all that work and nothing appears on the list of suggested accounts for tagging, that means that the person is not on LinkedIn (Keep calm and carry on).
  
5. Add some visuals to the post (to capture attention on people's news feed)
  - If the post contains a website link, LinkedIn would usually show a preview.
  - If there isn't, google the conference/book/event, and see if they have a poster or image that you can use, or check the posting schedule to see if any images were provided.
  
6. Add as many hashtags as you want, but include #IASPMnews in every single post.

## 5.6 YouTube

We usually split very long video-recordings, in particular the Research Seminars ones, into shorter and more engaging videos (sessions, keynotes, etc).

We use the video editing free programme VN to cut, re-assemble and modify videos, also adding icons or any useful superimposed information.