WSWS Officer and Committee Report
July 2021

Office or Committee Name: Public Relations Committee
Officer or Chairperson Name: Breanne Tidemann (Chair), Charles Geddes, Albert Adjesiwor, Joe Ballenger, Amy Giannotti (Socia Media Administrator)
Date of Preparation (include year): July 2nd, 2021

Activities during the year:
We have initiated meetings every other month and developed a workplan for the year. Activities we intend to undertake include:

- Provide revisions on the operating guide section on the Public Relations Committee to include social media outlets, updated media outlets
- Build a contact list for the next 2 upcoming meetings for where to send information/press releases
- Develop guidelines for a potential video contest proposal
- Find a photographer for the 2022 meeting in California
- Social Media
    - Quarterly analytics provided by Amy (1st analytics attached)
    - Develop a social media strategy
        - Member biographies – see attached template
        - Archival items – Does the WSWS have archives?
        - Technical Tuesday
        - Papers published by WSWS scientists – can be submitted to the WSWS Social Media Coordinator or Public Relations Committee for profiling on social media. Members of the committee will also be looking at new issues of common publications for papers by WSWS authors (will contact authors for permission to feature)
        - Connect with social media/public relations individuals for other weed science societies
        - Release a call for submissions of photos and content from the members

Recommendations for Board Action:

-Release a call for photos and content that can be used by the Social Media Administrator
-Consider a yearly video contest that provides introduction to the WSWS to be used on social media, at annual meetings, etc.
-The committee recommends that the Social Media Administrator position be added as a standing member to the Public Relations Committee.
-We would love to start our member biographies by profiling BOD members. If you are willing to be profiled please fill out the attached profile template and return to Amy!

Budget Needs:

Name of Person Preparing This Report: Breanne Tidemann (Chair)