

Metadata and Digital Object Roundtable

Social Media Plan

December 2011-August 2012

- MDOR has created a Twitter account (mdor_tweets), which will be managed by Jordon Steele.
- Jordon has set a goal of posting one tweet per day on weekdays. He will review this goal at the end of January to determine if this is an appropriate level of maintenance for the account.
- Other members of the steering committee can post tweets through the account if they wish. To do so, they should log into the account and post tweets on their own.
- At the annual meeting, the Steering Committee will review the Twitter account to determine if it should continue and if MDOR's social media presence should be expanded to other tools like Facebook.