

**Association canadienne des enseignantes et des enseignants retraités**

**Canadian Association of Retired Teachers**

Date:   January 14, 2022

To: ACER-CART Executive

From: Marilyn Bossert

Re: Communications Committee Update

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| Communications Mandate/Terms of Reference**:** 1. Maintain the ACER-CART website.
2. Produce information for use on the website and by Members.
3. Encourage and facilitate communication among Members.
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Most recent meeting: Friday, January 7, 2022.

In attendance: Marilyn Bossert, Linda LeBlanc, Steve Bailey, Joseph Lafitte, Tony Esteves, Gerry Tiede, and Roger **Régimbal**.

**Website:**

1. Content added to the website since the last meeting:
	* President’s Christmas message (12/09/2021)
	* ACER-CART President’s letter to Seniors’ Minister Khera (11/10/21)
	* Canadian Photo Gallery (11/08/2021)
	* 2022 ACER-CART Focus for Seniors (10/02/2021)
	* Lifelong Learning Links – new category in Wellness links
	* Updated Federal government contacts
2. Add notification to LATEST NEWS on the Home Page when any changes/additions are elsewhere on the website.
3. Working to close the time gap between English and French website publications.

**Canadian Photo Gallery:**

1. Dedicated email for the Photo Gallery: **MyCanada-pictures@acer-cart.org**
2. Promotion banners are available for Members in MEMBERSHIP – PROMOTION
3. Online entry form to upload photos.
4. CANADIAN PHOTO GALLERY stored in COMMUNICATIONS.
5. Further promotion will be sent out to the Members.
6. Current deadline is the end of February, but deadlines will be removed after that.
7. Some photos will be chosen to add to the slider on the Home Page to reflect *Canada coast to coast.*

**Use of Social Media:**

Discussion of the merits of incorporating other social media such as Facebook, Twitter, Instagram.

* Purpose – draw traffic to the website & raise the profile of ACER-CART
* Questions raised: How much time would this take? Who would do this?
* Thoughts of the Executive?

**2021 Website Analytics** are available and can be emailed if anyone wants to see them.

The numbers continue to fluctuate, depending on what is happening.

Users: Jan-196, Feb-139, Mar-499, Apr-690, May-1637, Jun-1434,

Jul-621, Aug-327, Sep-831, Oct-276, Nov-537, Dec-223.

Respectfully submitted,

Marilyn Bossert