

Digital Media Committee (DMC)

Developing a social media presence for the CSEG is critical for the long-term sustainability of the CSEG. Online advertising revenue from the CSEG, and CSEG Recorder websites are an important component of achieving that sustainability. Since online advertising revenue comes directly from the number of hits on the CSEG websites, the DMC has been tasked to help to use social media to drive more traffic to our websites.

In 2018, the DMC continued to work on the social media presence of CSEG. Our primary platform has been LinkedIn due to its professional nature that synchronizes well with the CSEG. In 2018, we moved the CSEG from a 'group' page to a 'company' page which we feel will allow the CSEG to reach more people interested in geoscience around the world. In the short time that the CSEG company page has been up, we have surpassed 500 followers and continue to grow.

Other social media channels we have engaged include: Twitter, Facebook, and Instagram. Instagram is the DMC's newest endeavor, where we have taken the challenge of having a DMC student member attend CSEG social events and post them on our Instagram account. We will see how Instagram grows for the CSEG in 2019 (@csegonline)!

The DMC also introduced a 'Blog' to the www.csegrecorder.ca. It is currently being used to introduce the abstracts of upcoming RECORDER articles, which are then shared on LinkedIn. We believe the Blog can be used to promote the CSEG through adding different kinds of content that will drive more visits to our website.

The DMC also continues to work on improving our website which includes keeping content up to date via the calendar, as well as making the websites more friendly for our users and members. With limited budget, this can be challenging, but we continue to work within our means to deliver an ever improving experience for our websites.

One other challenge we have taken on is communicating to all CSEG committees that the DMC is here to support them in increase their exposure on social media through the CSEG social media channels. Whether education, social, or outreach – the DMC is there to help get all committees' messages out to their target audiences. Continuing to reach out to all committees is something the DMC will continue to work on in 2019.

Special thanks to all our members of the DMC for their hard work in growing the CSEG brand through social media:

- **Jocelyn Frankow**
- **Corey Hooge**

- **Chelsea Squires**
- **Rebecca Bryant**
- **Kathleen McLean**
- **Jeremy Sherry** (Website consultant)
- **Brian Schulte** (RECORDER representative)
- **Elizabeth Atkinson** (Board representative)
- **Andy Williams** (Board representative)

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CHAIR, DIGITAL MEDIA COMMITTEE