North Carolina Department of Public Instruction

Social Studies Division

1. Part A
   1. POC: Michelle McLaughlin
      1. [Michelle.McLaughlin@dpi.nc.gov](mailto:Michelle.McLaughlin@dpi.nc.gov)
   2. Senate Youth website
      1. <http://senateyouthnc.webs.com/>
      2. Justyn told us you would be interested in getting our help with the Senate Youth Website. What exactly would you like us to do with it? Would you like us to completely revamp/redesign it, add a new feature, analytics and increasing traffic, or all of the above?
      3. Tasks
         1. Analytics
            1. **She is going to send over some data for us to analyze**
            2. Better ways to optimize reach and track it
         2. Webs.com platform
         3. Ux design to improve site design → not a priority
            1. What would we suggest
         4. **Overarching Goal:** maximize reach
         5. **Tying in social media to the website** !!! and making web presence uniform →
            1. <https://nonprofits.fb.com/> → can they get it for free? State educational agency
         6. Mid-July gets approval from national foundation; aug 1st website goes up
         7. Management of social media outlets
            1. **instagram** , fb, twitter
            2. Something that doesn’t require a lot of time on her part
      4. Next steps
         1. Find out insta ad pricing non-profits
         2. Analyze the things she shares with me
         3. How to tie in social media to website
         4. Feedback on website design → make the info more accessible
2. Part B
   1. POC: Justyn Knox
      1. [Justyn.Knox@dpi.nc.gov](mailto:Justyn.Knox@dpi.nc.gov)
      2. Her boss is Fay
   2. Character Matters website
      1. <http://charactermattersnc.com/>
   3. Character Matters social media outlets
      1. I would also LOVE to get social media going around our Character Matters Campaign. There are some loop holes I have to jump through here at the agency in making that official, but once I get the pages I would love your help and support with that as well.
   4. Social Studies social media outlets
      1. <https://www.facebook.com/NCDPI-Social-Studies-503187579866070/>
      2. <https://twitter.com/DPI_SSTeam>
   5. Chat on 4/17/17
      1. Character matters website originally intended for youth as an audience but they aren’t going to it → how can we re-structure it
         1. Wordpress → current platform
         2. SquareSpace -- Can they transfer the domain over?
            1. Implement Google Analytics
      2. Lots of red tape → will we be able to pay for social media ads?
      3. Canva and hootsuite → social media
      4. Timeline → we can work into the summer; will my team be able to work into the summer?
      5. Create social media for Character Matters
         1. Set up through their communications departments
            1. Do they allow instagram and snapchat?
         2. Analytics for social media ?
      6. Justyn is going to send me her login and then make a Hootsuite acc and send me the login
3. Senate Youth website deadline - mid july