

Brief, descriptive title (will be used in agenda and records)

Improving Social Media Skills for DSA

Name of Author(s):

Rosa Luxemburg, Berlin DSA

The “resolve” or operative section of the resolution that fully but briefly states the required action DSA must take (will be recorded in the Minutes, if the resolution passes).

Be it therefore resolved, the National Office will designate a staffer to get on the virtual mailing list of the Society for Social Media. When online classes of relevance are announced, the National Office will inform social media coordinators in all chapters; and

Be it further resolved, DSA, if feasible, will assist up to 30 chapters annually by paying their fees to take part in these classes; and

Be it finally resolved, DSA will explore the possibility of group membership in the Society for Social Media.

The “rationale” or supporting material that provides background information on the resolution (will be circulated at least to all delegates and alternates but will not be included in the record if the resolution passes)

Whereas, DSA local chapters as well as the whole organization lose chances at good publicity through insufficient use of social media; and

Whereas, the Society for Social Media provides low-cost online training in good use of social media, typically for \$25 per participant in an online class; and

Whereas, improving the skills of our volunteer social media activists will be the most effective way to get information out; and

Whereas, the Society for Social Media is a non-profit 501.c.3 organization that typically helps individuals and organizations in the liberal-through-left spectrum and charitable groups. They can be found online at

Estimated cost to DSA in money and staff time

\$750 annually. Staff time for following announcements, disseminating throughout the organization, and processing 30 reimbursements – 16 hours annually