

Communication

# Communication

- Research Highlights
- Newsletters
- Webpage
- Social Media

# Research Highlights

- Efficiency
- Strategic Targeting
- Leads

# Newsletters

- Consisted of Research Highlights plus 3-4 staff contributed short articles
- Herding effort is now gone for the staff articles
- In the future newsletters will be Research Highlights plus and ED introduction and news
- Staff articles will still be accepted and are even encouraged, but we will not push them

# Webpage

- Unchanged
- There have been some discussions of updating the look, but no sustained effort to make it happen
- We have tried to be more proactive in rotating images and stories
- Some Wordpress issues during the past year have led to new security policies

# Social Media

- Twitter is still active on a best effort of communication staff basis
- Are there places that more 'best effort' activities can be productive?