**Arizona RP mtg, August 6, 2015**

Attending: Sheila (via Skype), Matt, Sarah, Amber, Jeanne

Discussed **Chris Bernau's** social media report that he sent by email on August 4:

> *The #RangeNerd Monday campaign has been performing well. Since it started on June 6th we've posted 9 memes on Facebook with a cumulative reach of 26,457 and 1657 "likes, comments, shares". Five of those memes were sent in by people interested in helping out. A lot of credit needs to go to the support from the Society for Range Management. They have shared all the memes to their 2,785 followers which has given us a lot of exposure. They even pinned the "how to create a meme" information on top of their page.*
>
> *We've not had much traction with Twitter. We averaged maybe 2 re-tweets per meme, and those were from the Society for Range Management (@rangelands) and me as the V Bar V Ranch (@vbarv).*
>
> *We only have 16 followers on instagram so it is hard to gauge how successful we've been there. Each meme averaged about 5 likes.*
>
> *I haven't posted any of the "We Are Rangelands" memes yet. I plan to wait till school is back in session before sending out a mass email and reminding everyone that this is going on. I figure we might get more participation once people are settled back in from the field season.*
>
> *I have seven #RangeNerd memes in the Que with another dozen in review. So we are good for a while.*
>
> *That's about it for my update. Any questions?*

**Sheila Merrigan**:

- debriefed on the 08/04 Social Media webinar. It went well. There were about 10 RP member attendees. There were some minor issues with GoToWebinar. Attendees couldn't see attendee list or chat box.
- will start working on website tutorials.
- will wait and to see if later we decide to plan on another webinar.

**Matt Rahr**

- indexed some more records from GR/RW. There were ~15,000 pieces of content. Used a separate search server, allows faceted searching.
- received 207 SRM abstract records from someone in CA. Has author, author affiliation & abstract. Will go into SRM Annual Mtg & Trade Show collection.
- work on GR/RW will be on hiatus for the next 3-4 weeks to focus on WRANGLE work. Will get back to GR/RW work in September. He has a conference call today re: WRANGLE with Lovina, Karen L. and Lauren Svejcar.

**Amber Dalke**:

- GSSA work is done. Rachel from South Africa sent more stuff.

- Working with people to do introductions for GR/RW pages.
- Working on Indian Lands topic. Planning structure to be separate from individual states.
- Will be working on Animal Health content next.
- Next up also YouTube videos – reorganizing play list. Asked how many of the videos have DLIO records. Sheila says some do but not all.

**Sarah Noelle** reported she is working on broken links with Kelly Arizmendi.

Next RP Executive Committee mtg: Thursday, August 13, 1 p.m. Regular schedule is 2nd Thursday. *[Note: Subsequently was rescheduled to Monday, August 17 so that Mark Thorne could participate to discuss 2016 RP Annual Meeting.]*

Next Arizona RP mtg: Thursday, August 20. Regular schedule is 1st & 3rd Thursdays.