DSpace Working/Interest Group Status Report

DATE: April 14, 2021 SUBMITTED BY: Jenn Bielewski

GROUP NAME	DSpace Marketing Interest Group
WIKI LINK	https://wiki.lyrasis.org/display/DSPACE/DSpace+Marketing+Interest+Group
UPDATES (Accomplishments and announcements)	Digest Template approved. Now, time to collect the news. Our aim will be to release a newsletter highlighting the work in the community, new members and use cases of DSpace. Registry Welcome Letter created and launched. Mic sends this to any new registry user. What is a Repository pdf for those new to repositories. A jumping point to potential DSpace users/new implementers. NEEDS approval. New DSpace news to share with the Community google form created. Tweetable and shared with google group. Digital promotional zoom background and decal created. Website update: New website is in the works. Marketing will work with LYRASIS on the new site. @Dspacetweets is adding more followers and will be more active. We are focusing on adding more videos to the DSpace youtube profile. We collaborated with DCAT on DSpace 7.0 Testathon messages and will actively promote the testathon and its progress throughout April 19-May 7.
CRITICAL ISSUES (Areas of discussion for Leadership, major obstacles, etc.)	Engagement and outreach- Do we need more marketing materials and how can we reach new users, current users with the marketing materials and channels we currently have? New ideas? New social media platforms? How and where can we help? New website -content, copy and videos Marketing materials being multi-lingual Identifying and promoting new users and new ways of utilizing DSpace

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NEXT STEPS	- Gathering information for the bimonthly (every 2 months) Digest - Working on compiling videos for youtube - Gathering more use cases for website for promotion - Working with LYRASIS on the new website - Formulating a "Digital Marketing/Promoting DSpace" digital download pack for the new website. This will be digital materials anyone can use when presenting on DSpace, attending a meeting or user group, etc. - New videos of using DSpace, migrating to DSpace, DSpace latest features. - Continue work on establishing new marketing strategies