# DSpace Working/Interest Group Status Report

**DATE:** July 14, 2021

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<table>
<thead>
<tr>
<th>GROUP NAME</th>
<th>DSpace Marketing Interest Group</th>
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<td>WIKI LINK</td>
<td><a href="https://wiki.lyrasis.org/display/DSPACE/DSpace+Marketing+Interest+Group">https://wiki.lyrasis.org/display/DSPACE/DSpace+Marketing+Interest+Group</a></td>
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### UPDATES
(Accomplishments and announcements)

- Continued Website Updates
- DSpace 7.0 work—draft Press Release, announcements, to be launched website updates
- Youtube channel cleanup
- Subscription to DeepL (translator—more strategy needed before launching)
- DSpace for Social Media Update

### CRITICAL ISSUES
(Areas of discussion for Leadership, major obstacles, etc.)

- How to promote DSpace 7.0
- How to identify DSpace 7.0 adopters and capture their use cases for promotion
- Updated videos are needed for general DSpace
- Global DSpace Community strategy for multilingual communications in conjunction with LYRASIS
- Supporting the DSpace Digest and DSpace for Social Media

### NEXT STEPS

- Continue website updates
- Launch the DSpace Digest (August 2021, every quarter)
- Brainstormed ideas—what can we commit to right now and what can we set as a marketing goal for 2022?