

DSpace Working/Interest Group Status Report

DATE: July 14, 2021

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GROUP NAME	DSpace Marketing Interest Group
WIKI LINK	https://wiki.lyrasis.org/display/DSPACE/DSpace+Marketing+Interest+Group
UPDATES (Accomplishments and announcements)	<ul style="list-style-type: none">• 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.)	<ul style="list-style-type: none">• 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 LYRISIS• 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?