

Communication and Marketing Interest Group

The Communication and Marketing Group has merged into the [Membership and Community Engagement Group](#).

Ongoing projects (for meetings, see the [Membership and Community Engagement Group](#)):

- Posts on [LYRASIS Now](#) blog
- Videos on use cases for the VIVO website
- Writing the VIVO Annual Report
- Promoting the VIVO conference
- Targeting specific governance or development initiatives
- Spreading the word about VIVO on social media

This group arose from the [Strategic Communication Task Force](#), which produced a strategic communication plan in June 2020. The goals of this group are:

- To promote VIVO through the immediate and longer-term goals of the [Strategic Communication Plan](#)
- To engage community members to help with communication and marketing tasks
- To elicit feedback on communication tactics and channels

Join us!

This Interest Group is open to everyone in the VIVO community. If you'd like to help spread the word about VIVO, gain experience with communication and marketing, lend us your skills for a particular initiative, or just share your ideas about communication and marketing – please join the meetings or contact any of the participants for more information.

You're invited to join the communications channel on Slack: #vivo-communications (join VIVO Slack here: <http://bit.ly/vivo-slack>)

Take a look at the [Strategic Communication Plan](#) created in June 2020 by the [Strategic Communication Task Force](#).

[Meeting agendas and notes can be found here.](#)