



APLA Communications Coordinator Report

86th OGM 2025

Shannon Bateman

Nathalie Richard completed her term as Communications Coordinator in June 2024 - thank you Nathalie! - after which, I stepped into the Communications Coordinator role.

Social Media

Survey & Review

APLA's social media presence was discussed at the Fall 2024 Executive meeting in relation to shifting trends and engagement on our numerous platforms. A virtual survey was created using Survey Monkey to collect member feedback on social media preferences. The survey was shared through the list-serv and social media throughout November, with 43 responses. The results reflect the following:

- **X (formerly Twitter)** – Respondents resoundingly agreed that use of X should be discontinued.
- **Facebook** – Most indicated they prefer the Facebook page as their favoured platform.
- **Facebook Group** – Many indicated they were not aware of the closed group.
- **Instagram** – Respondents indicated Instagram is their second highest favoured platform.
- **LinkedIn** – Responses reflected low interest in LinkedIn.
- **Other:** Bluesky was suggested 6 times as a potential new platform.

After discussing the results at an Executive meeting in February 2025, it was agreed that APLA's X account would be deleted, as well as LinkedIn and the closed Facebook group. A Bluesky account was created.

Revised Accounts

Moving forward, APLA will maintain a presence on the following platforms:

- Facebook - facebook.com/APLAContact
- Instagram - @aplagram
- Bluesky - @aplacontact.bsky.social

We will continue to share updates through these accounts, as well as through the list-serv. Members are welcome to follow and share, as they see fit!

Other Activities

I represented APLA at an Associations Display for Dalhousie's Master of Information program during orientation week in Fall 2024. During the event, I spoke with many incoming students and shared various opportunities with APLA, such as scholarships, student memberships, and the list-serv. It was worthwhile in maintaining a valued connection with the MI program.

Respectfully Submitted,

Shannon Bateman, Communications Coordinator
May 19, 2025