

Communications Committee

Minutes

IAR Convention, Marriott Downtown, Des Moines, IA
October 5, 2022 9:15am

Chair Nick Polum called the meeting to order at 10am.

Nick read the Anti-Trust Statement.

Roll call was taken by Mark Gavin.

Motion to approve the minutes from Summer Meetings, seconded and motion carried.

Review of the revamped newshub web page at iowarealtors.com/news.

Shared the transition of Universal Google Analytics to the new Google Analytics 4.

Discussed recent video projects and success on social media channels.

Requested topic ideas from the committee and guests for future podcasts and videos.

The Diversity Committee gave a short update on their projects.

Encouraged Realtor members to use the recommended NAR Realtor Difference language in their interactions with clients and the public.

Amanda Nagle discussed Remine Docs+ updates.

Monthly Board of Directors reports were discussed.

Several examples shared of the advertising campaigns that local boards/associations have done this year.

Discussion of social media ambassadors and encouragement of them to share their Convention experience.

Cindy Miller, President of the REALTOR Foundation of Iowa, encouraged everyone to attend the Live Auction and check out the Silent Auction items as well.

Meeting was adjourned.