

# Board of Directors Meeting Minutes

Date of meeting: October 7, 2025

Notice of this meeting was emailed by Chris Davis on October 1, 2025.

The meeting was called to order at 2:00 PM EDT online using TEAMS.

## Present:

- **Sten Linnander** – President
- **Stephen Davis** – Secretary
- **Christopher Davis** – Board Member

## 1. LinkedIn Outreach Tracking

- Stephen reported creating a new spreadsheet to track LinkedIn invitations sent, dates of follow-up messages, and responses.
  - Chris and Sten both noted that while the spreadsheet is helpful, similar tracking is already being done individually (Sten in Word; Chris in Excel).
  - It was agreed that Stephen will not continue detailed tracking unless needed. Sten will continue keeping notes on those who connect.
  - **Decision:** Stephen will record the total number of invitations sent weekly to monitor response rates.
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## 2. Connection Results and Response Rate

- Sten confirmed **10 new LinkedIn connections** (a 25% success rate from 40 invites).
  - Chris congratulated the group, noting this is an excellent early response rate.
  - Discussion followed about sequencing outreach: whether to send a brief “thank you” first or the full invitation message immediately.
    - Consensus: both approaches are acceptable; Sten may follow whichever feels natural but should send the full IM follow-up with “What is a Living Globe” attachment within one day of connection.
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## 3. Follow-Up Conversations

- Chris suggested that Sten be ready with conversation goals—what to say when a connection asks, “What can I do for you?”
  - Agreement that asking contacts to **fill out the Living Globes survey** is a natural next step.
  - Stephen clarified that the survey link ([livingglobes.org/survey](https://livingglobes.org/survey)) is visible on the website’s homepage.
  - The survey automatically leads to volunteer and donation options.
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## 4. Identifying Potential Funders

- Sten noted most respondents are activists or professionals rather than potential funders.
- Chris recommended asking such contacts if they can introduce possible donors or funding organizations.
- Stephen emphasized the value of community building through conversations, not immediate fundraising.

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## 5. LinkedIn Invitation Limits

- Stephen sent out 40 invites on October 2, exceeding LinkedIn's suggested 20-per-day limit.
  - Chris clarified that LinkedIn allows some flexibility and will simply block further sends when limits are reached.
  - **Agreed Limit:** Stephen will send **100 invites per week (20 per day)** to avoid triggering LinkedIn restrictions.
  - Sten approved this plan.
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## 6. LinkedIn Technical Issues and Posting

- Sten's recent TEDx proposal email (with text and audio) was not received by Stephen or Chris, possibly due to file size.
  - Stephen's email is currently having intermittent issues; he will retry later.
  - Chris demonstrated LinkedIn's **"Follow vs. Connect"** difference and how to find the hidden Connect button under a user's profile.
  - The group reviewed how to find relevant people and groups (e.g., "Overview Effect") for outreach. Sten joined the "Overview Effect" LinkedIn group to expand contacts.
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## 7. Managing Dual Interests (Living Globes vs. Nepal Work)

- Sten explained that some contacts reach out because of his profile's mention of both **Living Globes** and **women's empowerment in Nepal**.
  - Stephen expressed concern that outreach for Living Globes should not include unrelated projects.
  - After discussion:
    - Sten agreed to send the standard Living Globes introduction first.
    - If a contact later expresses interest in his Nepal work, he may discuss it separately.
    - The group agreed to keep LinkedIn invitations under Living Globes distinct from other personal initiatives.
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## 8. LinkedIn Advertising and Posting

- Stephen noted an offer from LinkedIn for **\$250 in ad credits** with a \$250 match. The group decided not to pursue paid ads at this stage.
  - Chris emphasized that **posting** is a form of organic advertising and demonstrated how to post and **repost** between Sten's personal account and the **Living Globes Society page**.
  - Posting best practices:
    - 3–5 posts per week are ideal (Tuesday–Thursday mornings are best).
    - Posts should be short, visual, and educational (readable in <30 seconds).
    - Begin posting from Sten's account and then **repost via the Living Globes Society**.
    - Team members should "like" and comment to increase visibility.
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## 9. Content Strategy for Posts

- Stephen will draft posts based on prompts from "ChatMan," focusing on:

- Environmental awareness
- Real-time Earth imagery
- Overview Effect and seeing Earth as living
- He will post twice weekly (Tuesday and Thursday mornings).
- Sten and Chris approved.
- Chris demonstrated scheduling posts in advance using LinkedIn’s “Schedule for later” feature.

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## 10. Broader Outreach Goals

- Discussion on clarifying the **ultimate purpose** of LinkedIn engagement:
  - Sten: to increase awareness and invite people to the website and survey.
  - Stephen: to prioritize **conversation and community building**—talking to people without judging potential outcomes.
  - Chris: agreed that community leads naturally to funding and volunteer growth.
- The Board agreed that **conversation and connection** are the immediate goals; funding and volunteers will follow.

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## 11. Next Steps

- **Stephen:** Continue sending 100 invites/week and begin LinkedIn posting.
- **Sten:** Follow up with new contacts, continue joining relevant groups, and resend the TEDx draft when email allows.
- **Chris:** Provide list of environmental and foundation leads for future outreach.
- **All:** Support and interact with Sten’s and Living Globes’ LinkedIn posts to boost engagement.

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## Adjournment:

The meeting adjourned at approximately **4:07 PM EDT**.

The next Board meeting was set for November 6, 2025.

Respectfully submitted,

DocuSigned by:  
  
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Stephen Davis, Secretary

Date \_\_ October 8, 2025 \_\_