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Minutes
IFNA Communications Committee Meeting
March 9, 2015

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Present: J. Bell (Co-chair), W. Schroeder (Co-chair), W. Looman (Board Liaison), D. Zaparoni (IFNA Staff), K. Isaacson (Web design)

Announcements: none

Agenda Item	Action
Approval of Minutes of Jan. 12	Approved with no changes. **JB** will post on website
Webdesigner Report IFNA Website Metrics as of this morning: we have close to doubled the number of visits & unique visitors compared to this time last year. Trend in more people moving to mobile devices though 80-85% still using desktop. In Nov-Dec and Jan-Feb periods some of the membership pages broke into the top 5 ("create an account", and "become a member"). IFNC12 items are trending in the top 5. **Please see details of metrics appended to these minutes (see attached)** KI is just moving into new contract; 30 hours of webdesigner support for 12 months appears to be the same use as last year. Recent IFNA website changes completed by KI: converted Education Resources and Practice Models pages to posts; added new awards pages; added Social media links for IFNA website images over 150x150 pixels that will display onTwitter, FB and Pinterest. During meeting, KI set number of visible posts higher on the IFNA News Pages. KI will analyze other organization websites to determine if there are features that would benefit the IFNA website.	**KI** will send report of IFNA website trends to WL to take to BOD **KI** will investigate adding social media links to other areas such as posts; look for opportunities to create more posts which can be shared via RSS and social media.
Business Arising:	
IFNA Webinar March 18, 2015 & Practice session March 10 led by IFNA Communications Committee: "Tweet, Post & Chat: Maximizing Your Conference (IFNC12) Experience Through the Use of Social Media".	Log in using link sent from DZ for panelists; **DZ** will re-send link.

In progress, will work out the bugs in practice session	Try to have each person advance own slides **WS** will send dropbox link to DZ
IFNA Communications Committee had four accepted abstracts for IFNC12: 1) Leveraging Social Media to Create a "Tipping Point" in #familynursing* 2) Leveraging Social Media in #familynursing* Education and Research 3) Leveraging Social Media in #familynursing* Practice 4) Application: Leveraging Social Media to Promote your Work and Ideas in #familynursing*	Plan to prepare during May/June
March 2015 Newsletter March Newsletter under development – watch for it!	**JB:** create & disseminate newsletter
Online Community Profiles Could probably be cleaned up again for spam but not a priority. No substantial increase in number of profiles with less than 50% of IFNA members who have developed a profile.	**DZ** continue to monitor as time permits.
Website revisions still in progress See above (KI's update)	
Photo Gallery **JB** received some photos from Dr. Catherine Gilliess from the IFNC2 in Portland in 1991.	**JB:** continue as time allows
Artistic Expression Follow-up Conference Committee is preparing to have a raffle; perhaps family nursing art items could be brought for that.	**DZ** will send the raffle info to **WL** who will talk to planning committee
Guidebook for IFNC12 Hashtag #IFNA removed because non-family nurses are using it e.g. soccer. Can be used when we tweet but Guidebook won't follow it. Feed includes JB as our Twitter spokeswoman. WL plans to create more videos but needs more of us to be contacts within Guidebook Create a YouTube for IFNA to house all family nursing materials;	**ALL:** please set up contact card in Guidebook **DZ:** will set up a new gmail account for IFNA and give us all the username & password **WS**: will organize the

need a free email address for IFNA and then share the password. IFNC12 Presentation schedule will be added when Conference Committee have finalized it (end of March/early April)	YouTube channel once email account is ready. **DZ & WL** will connect re: presentation schedule.
New Business	
News from IFNA BOD BOD continues with IFNC12 conference planning; new Awards Committee and call for nominations; Nominating Committee call for nominations; new IFNA Position Statement on Generalist Competencies was approved by the BOD in February	None
Dissemination of two IFNA Position Statements Opportunity to declare IFNA's presence **to the world with the recent approval of two IFNA Position Statements**. How can the IFNA Communications Committee help get these out at a larger level than just the IFNA website? Still awaiting direction from BOD, and making documents ready for presentation. JB has vision for a dissemination plan, a promise from Sandra Eggenberger to provide resources from the Glen Taylor Nursing Institute, MSU Mankato, but needs clear backing of BOD to proceed with dissemination plan. Overall need to clarify process, decision-making, formatting, & funding.	**JB** is advocating re: this, need direction from BOD to proceed. **WL** will clarify with BOD to get the go-ahead.
Other IFNA Online Communtity Profiles and IFNA listserv remain underutilized. Discussion forums with the IFNA Online Community are old and inactive. Are these still worth doing? Should we shift to other social media channels? Perhaps consider creation IFNA blogs? IFNC12: we encourage that Conference Committee move forward with their plans to create a hard copy of conference abstracts for distribution to IFNC12 participants.	**ALL**: think about viability of forums, and what alternatives; look at other sites **DZ**: follow up with conference committee
Next Meeting: The next Communications Committee meeting will be Monday April 13 at 2 pm Eastern through Go To Meeting.	**DZ:** Set up Go to Meeting for April 13 at 2 pm Eastern

International Family Nursing Association Google Analytics Overview

Overview

Comparing year over year, 2014/15 to 2013/14, for the period of November 1 – January 31, the website has experience the following:

- The number of visits to the site has grown by nearly 100% (from 5,367 to 10,520)

- The number of users to the site has grown 78% from 4,173 to 7,427

- The number of pages visited per session and the length of time per visit has also increased, each by about 13%.

- The bounce rate (number of visits to only one page without any interaction with the website) has gone down by 12%

Visitors

While the United States is still the predominant location of visitors to the IFNA website, there has been a significant shift to more international visitors.

Country of Origin	Nov 1, 2014 – Jan 31, 2015	Nov 1, 2013 – Jan 31, 2014
United States	28.20%	43.94%
Canada	13.87%	24.54%
Brazil	10.43%	1.81%
Japan	10.26%	2.35%
Taiwan	3.27%	1.12%

Devices

The number of users accessing the IFNA website from a mobile device (phone or tablet) continues to increase. Visitors accessing the website from desktop computers is still the predominant method, but it is something to continue watching.

Device	Nov 1, 2014 – Jan 31, 2015	Nov 1, 2013 – Jan 31, 2014
Desktop	84.17%	87.44%
Mobile	15.83%	12.56%

Top Visited Pages

Not surprising, the various conference pages are trending in popularity on the website, including the main conference page, the call for abstracts, conference updates, and the

conference registration/hotel information page. The Practice Models page continues to receive a substantial share of visits (11%). Also related to the upcoming conference, the Online Community Registration page has made it in the top 10 most visited pages (#6).