**Minutes**
**IFNA Communications Committee Meeting**
**November 12, 2014**

**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 |
|---|---|
| **Update from Kris re: IFNA website metrics**<br><br>Contract hours are at 7 ¾ - will be 6 ¾ after this meeting.<br><br>Website metrics – no drastic changes but conference-related visits are a greater proportion. Just over 30% of website visits are conference-related and 3 of the top 5 are conference related. | **KI** will send proposal for new contract to **DZ. WL** will take it forward to Board of Directors meeting in Dec.<br><br>**KI:** continue to monitor & update stats |
| **Business Arising:** | |
| **IFNA Member Profiles**<br><br>There are now 148 members registered in the online community (up from 128). All are considered profiles although some may not have done the full profile (only the required fields). Unclear how many are spam, and how many are IFNA members. | **DZ**: clean out spam and find out how many are IFNA members |
| **IFNA Communications Strategic Planning**<br><br>**JB, WS & WL** had teleconference with conference planning committee, which was very positive. Some ideas discussed were:<br>– Encourage people to print out hard copy poster for workplaces<br>– Send "postcard" reminders to previous conference attendees – this is better done as an email to save costs..<br>– Create a page on website for country liaisons<br>– Have the Guidebook app available again, and highlight this in the newsletter<br>– Encourage IFNA members to self-promote their presentations (reminder that anyone can use IFNA listserv, Linked In, etc.)<br>– Consider hosting IFNA webinar about using social media at IFNC12.<br><br>Hashtag #IFNC12 has been registered. | **WL**: will be going ahead with Guidebook |
| **Adding Communication Committee Meetings to Website** | **JB** will upload October minutes |

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| The August minutes have been added. | |
| **Future Webinar re: Social Media and IFNC12**<br><br>Conference Planning  Committee chairs were open to webinar idea about using social media at IFNC12. | **WS:** follow up with Education Committee re: date & parameters for webinar and begin organizing the content of this webinar. |
| **Presentation to IFNC 12 Conference**<br>Idea to present 3-4 papers on social media; how it can be used to promote creative partnerships in family nursing research, practice, education & policy or general application | **JB:** draft abstract .Deadline November 24, 2014. |
| <div align="center">**New Business**</div> | |
| **Proposed new pages for IFNA website**<br><br>New resources have been posted on Research Resources page and Education Resources page of the IFNA website . These new resources require their own URL.  Revise these pages to posts. One benefit of this is that individual posts will have their own URL will go out as RSS feed. | **KI:** go ahead with this process for Education ad Research Resources pages |
| **Additions to Website Conference Photo Gallery**<br><br>**JB** has received many new photos from Chairs and participants of previous International Family Nursing Conferences. Once names have been put to people in the photos, they will be posted on the IFNA website Conference Photo Gallery. | **JB:** identify individuals in photos and send to KI to post on IFNA website. |
| **Next Meeting:**<br>The next Communications Committee meeting will be Monday, December 8 at 12:00pm (noon) Eastern/11am Central/9am Eastern via Go To Meeting. | **DZ:** Set up Go to Meeting for  Dec. 8, 2014 |

Google Analytics Report for IFNA website (from KI)

| | Year Over Year May - July 2014/2013 | | | |
|---|---|---|---|---|
| | | | | |
| | May 19 - June 18 | | June 19 - July 18 | |
| | 2014 | 2013 | 2014 | 2013 |
| Visits | 1,439 | 2,633 | 1,534 | 1,908 |
| Unique Visitors | 1,180 | 1,723 | 1,271 | 1,381 |
| Pages/visit | 2.14 | 2.3 | 2.24 | 2.43 |
| Avg. visit duration | 2:01 | 2:11 | 2:08 | 2:14 |
| Bounce Rate | 64.84% | 59.86% | 68.06% | 65.83% |
| New Visits | 72.62% | 62.70% | 72.56% | 63.89% |
| | | | | |
| Devices | | | | |
| Desktop | 87% | 90% | 81% | 86% |
| Tablet/Phone | 13% | 10% | 19% | 14% |
| | | | | |
| Top Pages | | | | |
| | Practice Models/25% | 2013 Conference/24% | Practice Models/22% | Home Page/18% |
| | Home Page/15% | Home Page/20% | 2015 Conference/15% | Practice Models/14% |
| | 2015 Conference/14% | Practice Models/10% | Home Page/13% | 2013 Conference/13% |
| | Family Nursing Conferences/2% | Webinar: CFAM/4% | Call for Abstracts/2% | Online Community Members/3% |
| | JFN/2% | 2013 Conference/3% | News item: Dr. Junko Honda/2% | Webinar: CFAM/3% |