

IFNA Communications Committee Report (2013-2105)

Purpose: Assume responsibility for the development of the infrastructure that assures effective communication among members and timely dissemination of information.

Motto: CONNECTION | CONVERSATION | COMMUNITY

Co-Chair: Janice M. Bell – jmbell@ucalgary.ca;

Co-Chair: Wilma Schroeder – WSchroeder@rrc.mb.ca

Web Designer: Kris Isaccson

Board Liaison: Wendy Looman – looman003@umn.edu

IFNA office: Debbie Zaparoni

Major Accomplishments (2013-2015)

1. Sought funding from IFNA BOD to support the expertise of a webdesigner.
2. Collaborated with IFNA webdesigner (Kris Isaccson) and IFNA office (Debbie Zaparoni) to keep IFNA website functional and user-friendly.
3. Collaborated with IFNA members and IFNA Committee co-chairs (Practice, Education, Research, Conference) to encourage the development of new content for the IFNA website through the creation of new posts and new pages for the IFNA website.
4. Actively grew all IFNA social media channels to increased the visibility of #IFNAorg, #familynursing, and #IFNC12 through IFNA website, IFNA Twitter, IFNA LinkedIn Group.
5. Launched a campaign to involve increased IFNA member participation in the IFNA Online Community and the development of IFNA Member Profiles.
6. Conducted IFNA Member Survey 2014.
7. Developed monthly IFNA Newsletter called “Global Connections” beginning in December 2013 that are archived on the IFNA website (19 issues to date).
8. Offered an IFNA webinar in March 2015 to encourage use of social media in family nursing and invite participation in Guidebook at IFNC12.
9. Created an IFNA YouTube channel to archive IFNA member videos re: family nursing practice, education, and research.
10. Submitted group of podium presentations for IFNC12 by members of the IFNA Communications Committee focused on leveraging the power of social media to advance #familynursing.
11. Developed and posted a Bibliography about Social Media and #FamilyNursing.
12. Collaborated with IFNA Practice and Education Committees and IFNA BOD to refine two IFNA Position Statements for wide distribution and obtained funding support for this initiative from Glen Taylor Nursing Institute for Nursing and Society, Minnesota State University, Mankato.

Future Work and Initiatives Planned

1. Increase IFNA member engagement and networking
2. Use social media to increase IFNA presence and reputation re: mission of “transforming health for families worldwide”.

Proposed Revision to Purpose Statement: Assume responsibility for the development of the infrastructure and use of social media channels that assures effective communication among members, timely dissemination of information, and advances #familynursing knowledge and IFNA mission.