

Minutes
IFNA Communications Committee Meeting
April 13, 2015

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 March 9	Approved with no changes. JB will post on website
<p>Webdesigner Report - KI</p> <p>Traffic is increasing: more visitors and more time spent on site – see analytics attached below. CFAM & CFIM pages among the most visited. Question raised about how to track where people are coming from.</p> <p>Kris’s hours are at 28.25 (just entered new contract)</p> <p>Social media buttons have been added for greater ease of sharing pages & posts.</p>	<p>KI will look into having @IFNAorg automatically added to tweets from site</p> <p>KI will also look at how to have a more mobile-friendly site and provide an estimate of time & costs involved, and the advantages</p>
Business Arising:	
<p>a. Webinar</p> <p>70 registered from 11 countries but only 20 or so attended. Some have viewed later and sent positive feedback to Janice. No survey was done at the end. Some feedback was that it would be useful to see it again closer to the conference date.</p>	JB will have a newsletter item to let people know about archived webinars.
<p>b. Website additions re: IFNC12 Guidebook</p> <p>QR code is there. Need link to Wendy’s how-to document</p>	KI to create a link on website for how to get Guidebook
<p>c. Guidebook</p> <p>WL is sending an email to everyone involved in preconference with information and links. WL & DZ have a strategy for disseminating the info about Guidebook</p>	WL to devise a strategy for a social media campaign in July
<p>d. IFNA YouTube channel</p> <p>Decision to preserve the integrity of family nursing practice, education & research; stick to videos specific to family <u>nursing</u></p>	WS will ask Sharon Denham if she plans to make any videos this year. If not, WS will take this on.

<p>and in particular videos that we create ourselves.</p> <p>Possibly create some new videos at IFNC12. Suggestion that Storycorps app could be a useful tool (note: this app <u>is</u> available in Canada; WS has downloaded it).</p>	<p>DZ to ask conference committee if we will have an official photographer/videographer</p> <p>JB & WS will create a news post about the channel</p>
<p>e. Dissemination of two IFNA Position Statements</p> <p>A designer has been named and chosen for this project at Mankato. Funds have been designated by the Glen Taylor Nursing Institute. JB will work with the designer. The draft will come back to us, the education committee and the BOD. The expectation is that this will be an online document rather than hard copy.</p>	<p>JB coordinating.</p>
<p>f. April 2015 Newsletter – Janice</p> <p>Ready and coming out later this week.</p>	<p>DZ to post</p>
<p>g. Online Community Profiles – Deb</p> <p>Need to be cleaned up again</p>	<p>DZ will do</p>
<p>h. Conference Photo Gallery – Janice</p> <p>This is a work in progress</p>	<p>JB continuing to organize these</p>
<p>New Business</p>	
<p>a. News from IFNA BOD</p> <p>Position statement dissemination approved as above.</p> <p>Proposals for IFNC13 have been received, no decision before August.</p> <p>Interest at BOD re: how we can facilitate interaction between members.</p>	
<p>b. Timeline for development of 4 podium sessions at IFNC 12 (idea re: Special Issue)</p> <p>Kris – will present from a distance using Skype, Google Hangout or GoToMeeting. Requires a good Internet connection, preferably wired. Will need a backup plan – record presentation.</p> <p>Deadline middle of July to have things ready (absolute final). Working drafts ready by mid-June.</p> <p>Committee members to consider preparing 12-minute conference presentation each as well as answering call for papers to special issue of</p>	<p>DZ will investigate cost of a wired connection at the hotel</p>

Journal of Family Nursing after the conference	
c. Social media platforms for #IFNAorg - discussion re: Facebook	Tabled till next meeting – will be priority for discussion then.
Next Meeting: The next Communications Committee meeting will be Friday May 15 at noon Eastern through Go To Meeting.	DZ: Set up Go to Meeting for Friday May 15 at noon Eastern

International Family Nursing Association Google Analytics Overview

April 12, 2015

Overview

Comparing year over year, 2015 to 2014 for the period of February 19 – March 18, the website has experience the following:

- The number of visits to the site has grown by nearly 100% (from 2,202 to 4,195)
- The number of users to the site continues to show a growth trend. This time growing roughly 65% from 1,852 to 3,065
- The number of pages visited per session and the length of time per visit has also increased, each by 46%.
- The bounce rate (number of visits to only one page without any other interaction with the website) has gone down by 15%. This is good because it means more people are staying on the site once they get there.

Top Visited Pages

Not surprising, the various conference pages are trending in popularity on the website, including the main conference page (16%) and the conference registration page (10%). The Practice Models page continues to receive a substantial share of visits (10%). A new entry to the top 5 pages for this month is the Calgary Family Assessment Model (CFAM) and Calgary Family Intervention Model (CFIM) (5%) that is one of the Practice Model resources.

Referrals (Where Visitors Are Coming From)

We currently do not make use of the Google URL builder that would help where certain traffic comes from, but we still can track many of our referring sites and sources of traffic generation.

According to Google Analytics, the bulk of IFNA’s traffic comes through organic search (65%). These visitors are making use search engines to find IFNA’s site. Some of the top search terms are: ifna, international family nursing association, Calgary family assessment model, and 12th international family nursing conference.

Another way people are finding the IFNA site is by going directly to the site (19%). This means these are people who know the IFNA site, likely have it bookmarked, and are coming directly to the site.

Social media in this time period has generated approximately 4% of the traffic coming to the site. Twitter, Facebook, and Pinterest are the three sites generating the most social media-based traffic.