

<p>IFNA Agenda Communications Committee Conference Call</p> <p>Date: September 26, 2019</p> <p>Time: 12 noon to 1:30 pm Eastern Daylight Time</p>	<p>IFNA Communications Meeting</p> <p>Please join my meeting from your computer, tablet or smartphone. https://global.gotomeeting.com/join/202249366</p> <p>You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)</p> <p>United States: +1 (213) 493-0014 - One-touch: tel:+12134930014,,202249366#</p> <p>Access Code: 202-249-366</p> <p>More phone numbers: (For supported devices, tap a one-touch number below to join instantly.)</p> <p>Canada: +1 (647) 497-9373 - One-touch: tel:+16474979373,,202249366#</p> <p>New to GoToMeeting? Get the app now and be ready when your first meeting starts: https://global.gotomeeting.com/install/202249366</p>
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The Mission of the International Family Nursing Association (IFNA) is to Transform Family Health by:

1. Serving as a unifying force and voice for family nursing globally;
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and,
3. Providing family nursing leadership through education, research, scholarship, socialization and collegial exchange on all aspects of family nursing.

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure that assures effective communication among members and timely dissemination of information
- Oversee and update the various IFNA communication and social media channels
- Shall be in frequent communication with the Board of Directors, or its Board liaison, regarding on-going work of the committee.

Terms of Reference (2018)

Attendees:	Janice Bell, Wilma Schroeder, Joel Anderson, Debbie Zaparoni,
Unable to Attend:	Paula Nersesian, Michelle Franklin, Tracie Risling, Wendy Looman, Damien Stewart
Guests:	
Minutes compiled by:	Wilma Schroeder

Agenda Topic:	Welcome to new members: Wendy Looman and Michelle Franklin Approval of the Minutes of June 6, 2019 (see attachments to this email)
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<p>Agenda Topic:</p>	<p>Since our last meeting, the following IFNA Communications Committee activities/decisions have occurred:</p> <ol style="list-style-type: none"> a. Wilma developed Guidebook for IFNC14 and updates were provided by Wendy Looman: https://guidebook.com/guide/154805/poi/12366014/ b. Wendy Looman https://www.nursing.umn.edu/bio/faculty-staff/wendy-looman has re-joined the IFNA Communications Committee and we are happy to welcome her back. c. IFNA promotional videos in English, Mandarin, and Spanish developed by IFNA Membership Committee were reviewed by Wilma and Janice and added to the IFNA website and IFNA YouTube channel: https://internationalfamilynursing.org/ifna-membership/ d. Damien created photo gallery for several previous international family nursing conferences (with more to follow) Now these pages need to be populated with photos with a legend created for each photo: https://internationalfamilynursing.org/conference-photo-gallery/ e. Debbie developed IFNA promotional slides which were featured at major events at IFNC14. f. Paula developed 21 video snapshots of IFNA members from 9 countries (Australia, Brazil, Iceland, Ireland, Japan, Nigeria, Spain, UK, USA) at IFNC14 which were posted on her Twitter account, reposted to the IFNA Twitter, and are being archived the IFNA YouTube channel. g. Debbie was asked to create a repository of all IFNC14 photos taken by volunteer photographers: Bill Meiers and Gord Holtslander. h. IFNA Communications Committee met at IFNC14 and discussed the need for recruitment of a social media manager. i. Michelle Franklin https://twitter.com/MFranklinNP invited to join IFNA Communications Committee at IFNC14. j. Guest blog post written by Matt Martin for Collaborative Family Healthcare Association (CFHA) invited for reposting on IFNA Blog: https://internationalfamilynursing.org/2019/08/22/family-oriented-not-just-family-friendly/ k. Debbie updated IFNC14 fundraising page: https://internationalfamilynursing.org/association-information/leadership/ifna-fundraising/ l. Janice updated Family Conferences page of website: https://internationalfamilynursing.org/resources-for-family-nursing/family-nursing-links/family-nursing-conferences/ m. Damien updated display format for IFNA blog page: https://internationalfamilynursing.org/blog/ n. Damien updated content on homepage of IFNA website post IFNC14: https://internationalfamilynursing.org (conversation with Damien and Debbie re: making the homepage of the IFNA website easier to edit/add/delete entries - where are we on this issue?) o. Janice updated IFNA Awards pages and created a new page for 2019 IFNA Award recipients - complete with photos and nominations: https://internationalfamilynursing.org/ifna-membership/international-family-nursing-association-awards/ p. Received request from IFNA Resource Advancement to add news item re: dissemination of IFNA Position Statements at the 26th annual JARFN meeting in Japan. q. Janice added new document from ICN to the Caring for the Refugee and Migrating Families page of the IFNA website: https://internationalfamilynursing.org/2016/02/18/caring-for-refugee-families/ r. IFNC14 Reach (newer updates pending) see attached screenshot from August 15, 2019
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IntIFamNursingAssoc @IFNAorg · Aug 15

We've listed our #IFNC14 with @healthhashtags to track Twitter activity. So far your 574 tweets have reached nearly a million people worldwide. So keep #TweetingTheMeeting and getting the word about #FamilyNursing!

Top Influencers

Top 10 by Tweets

- @SarahNeill7 76
- @IFNAorg 35
- @MFranklinNP 25
- @PaulaNersesian 25
- @DrLindsaySmith 22
- @JoelAndersonPhD 20
- @JHUNursing 19
- @naohiro_hohashi 19
- @BodhicittaSoAH 19
- @sujas15 13

Top 10 by Impressions

- @JHUNursing 488.1K
- @SarahNeill7 116.8K
- @nursingdean 95.4K
- @healthhashtags 35.9K
- @IFNAorg 35.1K
- @sujas15 19.6K
- @mustafabodrick 18.9K
- @naohiro_hohashi 18.1K
- @JoelAndersonPhD 17.3K
- @MFranklinNP 12.5K

The Numbers



Twitter data from the #IFNC14 hashtag from Mon, August 12th 2019, 10:55AM to Thu, August 15th 2019, 10:55AM (America/New_York).



Discussion :	All conference photos are being held by Gord Holtslander. Wilma unable to get hashtag metrics as her free Symplur account only allows access to current 30 days
Follow up:	DZ will follow up with Gord to ensure she has all photos JMB will send a thank you to Gord & Bill JA will try to get the metrics for the #IFNC14 hashtag
Person Responsible:	See above
Deadline:	Next meeting

Agenda Topic:	Brief report from: IFNA BOD & office – Debbie Zaparoni IFNA Web manager – Damien Stewart – metrics and reach; suggestions to improve appearance and function of IFNA website - <i>deferred</i>
Discussion:	<ul style="list-style-type: none"> Wendy will be our board liaison

	<ul style="list-style-type: none"> • BOD working on strategic plan, will be asking committees for updates of goals • JMB has asked BOD to consider making a statement on global climate change and families • Change to blog webpage is good
Follow up:	N/A
Person Responsible:	
Deadline:	

Agenda Topic:	NEW Business: Review of IFNC14 highlights re: Communications Committee. Lessons learned, highlights we wish to remember for IFNC15 in 2021. See report presented at IFNA Business Meeting (see pptx file attached).
Discussion:	<ul style="list-style-type: none"> • Things went well with Guidebook use. Building Guidebook was challenging. • There was more engagement on social media this year
Follow up:	<ul style="list-style-type: none"> • Investigate other conference apps • Survey to discover if twitter assignment was related to increased social media use
Person Responsible:	WS will look for apps JA to create survey and DZ will send it out to all members
Deadline:	Next meeting

Agenda Topic:	NEW Business: Recruitment of a social media manager for IFNA; follow-up discussion at IFNC14 and conversations with Damien Stewart about potential recruitment.
Discussion:	<ul style="list-style-type: none"> • DS is looking for someone • Kassallen has hired a social media manager for other groups they work with
Follow up:	Find out process used by Kassallen, reimbursement, etc.
Person Responsible:	DZ
Deadline:	Next meeting

Agenda Topic:	NEW Business: Use of Facebook as a social media channel for IFNA; guidelines required for existing Facebook pages (created without IFNA Communications Committee input or approval): 1. IFNA Chapter – Australia/New Zealand
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	<p>2. Japan (Junko Honda) – IFNA Resource Advancement Committee: https://www.facebook.com/International-Family-Nursing-Association-Resources-Advanced-Committee_Japan-464103317657856/</p> <p>3. Kassalen Meetings & Events: https://www.facebook.com/pg/International-Family-Nursing-Association-IFNA-305179466261/community/?ref=page_internal</p>
Discussion:	<ul style="list-style-type: none"> • Concern expressed about pages being created without approval or oversight • Guidelines could include: disclaimer on the About page that this is not an official site of the organization, use of logos, is group open or closed, rules of conduct, consent for photos • Need to determine which channels best fit our goals and mission, who is our desired audience (as well as our capacity to manage these channels)?
Follow up:	<ul style="list-style-type: none"> • Create guidelines and approval process and then go back to creators of these pages • Begin discussion with the creators of these 3 groups • Find out what Kassalen does elsewhere for structure of organizational Facebook groups
Person Responsible:	JMB – begin drafting guidelines & speak with page owners DZ – talk to Kassalen
Deadline:	Next meeting

Agenda Topic:	<p>NEW Business: IFNA Communications Plan 2020/2021</p> <ul style="list-style-type: none"> - Develop plan for 2020/2021 - Revisit old agenda item of infographics still needed for 3 IFNA Position Statements: https://internationalfamilynursing.org/association-information/position-statements/
Discussion:	Deferred to next meeting as priority issue.
Follow up:	
Person Responsible:	
Deadline:	

Agenda Topic:	NEW Business: Appointment of a new co-chair, IFNA Communications Committee
Discussion:	<ul style="list-style-type: none"> • WS stepping down as co-chair but will remain as a member and secretary • Need to recruit new co-chair
Follow up:	Think about who could be approached to be co-chair

Person Responsible:	ALL
Deadline:	Next meeting

Agenda Topic:	NEW Business: Request from Eric Hodges of Research Committee re: using the IFNA website as resource for mentoring
Discussion:	<ul style="list-style-type: none"> • Important to keep this simple. Adding keywords to profiles is too complicated. • What is our role? Research Committee to figure out what might work and to provide content – our responsibility is to communicate it. • Do a trial run.
Follow up:	<ul style="list-style-type: none"> • Provide feedback to Research Committee clarifying roles and responsibilities.
Person Responsible:	JMB
Deadline:	Next meeting

Agenda Topic:	Review Meeting Process: feedback and suggestions from members about content and process.
Discussion:	<ul style="list-style-type: none"> • Need for a schedule of standing meeting times e.g. 2nd Thursday of month
Follow up:	Doodle poll of committee members
Person Responsible:	DZ
Deadline:	Next meeting

Next Meeting

DATE & TIME – to be determined (see last agenda topic above)

See Attachments to this email:

1. IFNA Communications Committee Minutes of June 6, 2019
2. IFNA Communications Committee report at IFNA Business at IFNC14