

Minutes IFNA Communications Committee Meeting Date: May 20, 2021 Time: 5 pm Eastern Standard Time	
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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.

The mission of the IFNA Communications Committee is to ensure that *IFNA is the strongest and most credible voice of FAMILY NURSING in the world.* The Committee assumes responsibility for development of the infrastructure and use of the IFNA website, newsletter, and social media channels (Twitter, LinkedIn, Listserv, YouTube, Member blogs) to ensure effective communication among IFNA members, timely dissemination of information, and the advancement of family nursing knowledge and the IFNA mission.

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, Joel Anderson, Debbie Zaparoni, Paula Nersesian, Wendy Looman, Junko Honda
Unable to Attend:	Damien Stewart, Michelle Franklin
Guests:	--
Minutes compiled by:	Wendy Looman

Agenda Topic:	Approval of minutes for 4/15/2021 meeting: completed by consensus
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Agenda Topic:	Activities of Communications Committee since last meeting on April 15, 2021
Discussion:	<p>Since our last meeting on April 15, 2021 the following IFNA Communications Committee activities/conversations have occurred:</p> <p><i>Prioritized promotion of IFNC15 news items through all IFNA social media channels: IFNA website, Twitter, and LinkedIn.</i></p> <ul style="list-style-type: none"> • Twitter chat on Planetary Health hosted by Simon Stones on Earth Day, April 22, 2021

	<ul style="list-style-type: none"> • From April 15, 2021 - May 18, 2021, 61 new tweets/retweets and 20 new LinkedIn messages were posted related to IFNC15, IFNA member news, and IFNA resources. • From April 15, 2021 - May 18, 2021, several new IFNA Student Engagement Group member posts have been added to the IFNA website, including students who have received support from the International Family Nursing Foundation to participate in IFNC15 (N=17 students from 10 countries). Still waiting to hear from 1 student member re: IFN Foundation funding. • IFNC15 influencers have been tracked on Symplur and showcased in 2 IFNA tweets. • Members continue to use the IFNC15 Social Media Toolkit with live Twitter links: https://internationalfamilynursing.org/ifnc15-social-media-toolkit/ • IFNA Resource Advancement Committee Pot of Gold fundraising initiative for IFNC15 continues to be shared through the IFNA social media channels [Latest data: Contributions = \$6500 US dollars] • Promote IFNC15 Preconference workshops and IFNC15 conference presentations (Expert Lectures, podium presentations, poster presentations) • Citation data to IFNA Position Statements has been collated and updated: <ul style="list-style-type: none"> • Position Statement on Pre-Licensure Education: 19 • Position Statement on Graduate Education: 9 • Position Statement on Generalist Practice: 79 • Position Statement on Advanced Practice: 52 • Position Statement on Planetary Health and Family Health: 2
Follow up:	N/A
Deadline:	

Agenda Topic:	Report from IFNA BOD – Junko Honda (IFNA BOD liaison to the IFNA Communications Committee).
Discussion:	<ul style="list-style-type: none"> • Conference registrations are helping financial status overall • Conference registration not as high as expected, need to promote registration and preconference registration (discussion - might preconference sessions be bundled if registration is lower for some? - there is already a discount for multiple preconference registrations). Board and committee are doing outreach to encourage registrations • Board liaisons to committees discussed at last board meeting. Communications committee members acknowledged that bidirectional information flow is useful • Pot of gold challenge - continue to promote • IFNA award committee has selected awardees, will report awardees at the conference
Follow up:	Promote the preconference and conference registration, Pot of Gold challenge When page is created, announcement will go out and awardees will be announced at the conference
Deadline:	N/A

Agenda Topic:	Report from IFNA Office – Debbie Zaparoni
Discussion:	<ul style="list-style-type: none"> • IFNC15 - presentation recordings due next Friday 5/28, Airmeet and Oxford abstract system being built • Board elections closed, announcements coming out next week with results • Airmeet networking sessions - 2 more coming up June 1 and June 2 to familiarize people with the system • Poster judging begins on May 21 • IFNA 430+ members from 37 countries, 311 registered for IFNC15 (32-35 countries) • Communications are going out to attendees, promote attendance • Budgeted for 350 registrations for IFNC15 (lower currently than for IFNC14) • Abstract submissions for IFNC15 were lower than in previous years

	<ul style="list-style-type: none"> Recordings will be available for 6 months for those who registered, considering making these available to others beyond that (details being discussed with conference planning committee) Family stories from practice committee - consider this committee disseminating this work as it is ready
Follow up:	Continue to promote attendance at the conference (and registrations)
Deadline:	N/A

Agenda Topic:	Brief report provided by Damien Re: IFNA reach statistics (sent by email)																																	
Discussion:	<p>IFNA Metrics April-May 2021:</p> <p>Users of the website are up 38% compared to the same period in the previous year, this equates to just over 3,000 unique visitors on the IFNA website compared to 2,100 in 2020. This is great news for the website in regards to the recovery from the COVID slump last year, the other metric that stands out is that page per session are down a little, which means users aren't traversing the site as much — this can be solved by better linking off from the main landing page of the website (homepage), this is to be addressed with the refinements to the IFNA website that are scheduled to happen this year, which I am expecting to have a great effect on analytics overall. More users on the site is the overall goal however, so we are looking great on that front.</p> <p>Damien provided two graphics from the Analytics visualizer:</p> <table border="1"> <thead> <tr> <th>Country</th> <th>Users</th> <th>% Users</th> </tr> </thead> <tbody> <tr><td>1. United States</td><td>1,347</td><td>44.48%</td></tr> <tr><td>2. Australia</td><td>272</td><td>8.98%</td></tr> <tr><td>3. Canada</td><td>258</td><td>8.52%</td></tr> <tr><td>4. United Kingdom</td><td>116</td><td>3.83%</td></tr> <tr><td>5. Brazil</td><td>100</td><td>3.30%</td></tr> <tr><td>6. Japan</td><td>93</td><td>3.07%</td></tr> <tr><td>7. Indonesia</td><td>72</td><td>2.38%</td></tr> <tr><td>8. Netherlands</td><td>60</td><td>1.98%</td></tr> <tr><td>9. China</td><td>59</td><td>1.95%</td></tr> <tr><td>10. India</td><td>57</td><td>1.88%</td></tr> </tbody> </table>	Country	Users	% Users	1. United States	1,347	44.48%	2. Australia	272	8.98%	3. Canada	258	8.52%	4. United Kingdom	116	3.83%	5. Brazil	100	3.30%	6. Japan	93	3.07%	7. Indonesia	72	2.38%	8. Netherlands	60	1.98%	9. China	59	1.95%	10. India	57	1.88%
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Follow up:	Revisions to website for landing on the home page?																																	
Deadline	N/A																																	

Agenda Topic:	Old business – Janice Bell
Discussion:	<ul style="list-style-type: none"> • Experience of Twitter chat on April 22, 2021 hosted by Simon Stones (Paula & Joel): many people from the UK chapter participated, fewer outside of the UK. • Recruitment of IFN Foundation student recipient news posts (N=1 student member still pending): Janice Bell • IFNA Student Engagement Group update: Michelle Franklin not in attendance to report • Wendy and Paula to develop a series of blog posts that feature the IFNA Position Statement on Planetary Health and Family Health - ongoing • IFNC Photo Gallery project update: Janice Bell - slow but sure progress to report (More new IFNC photos have been posted and labelled) • Reminder sent to IFNA Country Liaisons re: Social Media Toolkit and sample tweets
Follow up:	<ul style="list-style-type: none"> • Joel: Ask Simon if he collected stats from the Tweet chat - Joel to follow up (and CC Paula) • Debbie: RE: Permission for screenshots of conference attendees for IFNC15 "conference photos" - Janice and Debbie to follow up on this. Debbie will bring up disclosure statement example from NCFR with the Conference Planning Committee. Consider opt out email and/or not keep camera on? • Joel: draft guidance for conference attendees to encourage people to post images of their family nursing scholarship/practice on social media.
Deadline:	Disseminate prior to conference

Agenda Topic:	New business
Discussion:	<ul style="list-style-type: none"> • Continue robust social media promotion of several related initiatives: IFNC15 participants, Keynotes, Expert lectures, Pre-conference Workshops, Pot of Gold Challenge, Students who have received IFN Foundation funding, IFNA Position Statements • IFNA Accomplishment Survey sent out by IFNA BOD - 2 board members are collating the information as content analysis. Once the results are ready, this committee can assist in disseminating • Janice and Joel will be meeting on May 25, 2021 to develop IFNA Communications Committee virtual report for IFNC15 IFNA Business Meeting and promotional video for Junko • Posting the outcomes of the 2021 IFNA Award Nominations - Janice (in progress) • IFNC15 promotional responsibilities of IFNA Communications Committee pre- and post-conference • Begin discussion about timelines and responsibilities for IFNA website update (special funding received) • Practice committee videos (Paula): message from Petra - would like to release these at the conference, translations have been done, there is a link to the new versions that Paula will share. Future videos will take suggestions into considerations (light, clarity, etc.). Can be posted on YouTube channel. • Newsletter - feedback from members that this is missed, discuss at future meeting
Follow up:	<p>All: Push the social media toolkit about tweeting the conference</p> <p>Joel: Will preschedule tweets about the conference</p> <p>All: Tweet the conference</p> <p>Debbie: report back on results of analysis of accomplishment survey so that this committee can disseminate</p> <p>Janice and Joel to send promotional video to Junko for committee report at conference</p> <p>Janice: post 2021 IFNA awards page</p> <p>Janice, Joel and Damien: Website update with funds (over the summer)</p> <p>Paula: Forward link to Debbie with new videos, follow up with practice committee regarding digital stories - IFNA YouTube channel is a good home for these (Debbie will find the login</p>

	and post if possible), then we can promote once it's posted. Paula to provide examples of how to promote via social media All: future discussion about resuming the IFNA newsletter
Deadline:	

Agenda Topic:	Future Meetings: No June meeting. Next meeting post IFNC15: July 22, 5pm Eastern: meet to discuss conference follow up, next steps and momentum.
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