**Minutes**

**IFNA Communications Committee Meeting**

**April 1, 2016**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), W. Looman (Board Liaison), J. Anderson (guest)

**Regrets**: K. Isaacson (Web design),

**Announcements**: none

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| Agenda Item | Action |
| 1. **Approval of Minutes from February, 2016 meeting**  - one correction to date of January meeting, should read 2016 | Approved |
| 2. **Update re: web design – Kris**  a. Updated website metrics – attached below. Website visits have plateaued. Twitter reach of @IFNAorg has increased.  b. Contract renewal: The renewal of contract for 30 hours and the Responsive Design Proposal submitted to the IFNA BOD were both approved.  c. Sliding photos on the IFNA website have been changed to feature other Family Nursing in Actions photos which were supplied by IFNA members.  d.  Decision to use of Wild Apricot with Wordpress for the IFNA member profiles – need to set up a development site first and do testing before moving profiles.  e.  IFNA Newsletter re-design – need estimate from Constant Contact on converting image file into responsive email format  f. Trouble-shooting with IFNA members re:  Online Community Profile: some people had trouble uploading their photo to their profile. Kris has looked into this & has been able to help. | **KI** & **DZ** will begin process in May  **KI** will work with **DZ** on this |
| **3. Update from IFNA BOD - Wendy**  a. update re Strategic Plan: Draft of strategic plan circulated.  b. Update re: Terms of Reference: Our terms of reference were approved, DZ will be posting to website once formatted.  Next BOD Meeting April 14. | No action needed |
| **4. Report from Debbie**  **a.** DZ working closely with nominating committee.  b. IFNC13 – planning in process, campus visit done, post being prepared. Bookmarks have been sent out.  c. Newsletter Repair – process for correction of errors/omissions?  Need to flag critical pieces of communication e.g. changes. Discussion re: what is/is not important to include in the newsletter. | **JMB** will respond to conference committee with suggestion to add an erratum statement in next newsletter if they wish |
| **5. Other Business Arising from Previous Meetings/Developments Between Meetings**  a. Manuscript submissions for JFN Special Focus Issue: 3 submitted/1 pending  b. Report of Janice’s meeting with Research Committee on March 22   * Useful conversation. New subcommittee will be looking for news items.   c. IFNA YouTube-Wilma - update re: What is Family videos?   * Waiting to hear about status of videos; video files have not yet been sent to WS for uploading to YouTube   d. IFNA Twitter chats - Wilma   * Propose one chat per month, probably repeated x1 to afford opportunity for global community * First two chats will be about the IFNA position statements * WS & JA to alternate as moderator * Promote chats using special logo/announcement; general tweets plus target IFNA members who have Twitter accounts, use listserv, LinkedIn * Add info about chats (chat logo) to IFNA website   e. IFNA Blog Posts - Joel - proposal previously discussed   * Planning is going well, JA to launch blog at end of month   f.  IFNA Twitter – Janice   * Sharing responsibility of posting is going well   g. IFNA LinkedIn group – Janice   * Some initial difficulty with non-relevant posts has been resolved   h. Conference photo gallery – Janice   * Some new photos added   i.  IFNA Newsletter – Janice   * April newsletter in process.   j.  Dissemination of IFNA Position Statements   * announcement coming out in May issue of JFN * question about how formally this should be tracked * Practice committee has this as a standing item at every meeting * How else can this be promoted? | **JMB** will send Sonia Meier a follow up email  **WS** to start announcing this everywhere  First chat to be April 20, moderated by **WS**  **WS** will work with **KI** re adding Twiter chats to website  **JA** working with **KI** to set up blog page  **Everyone** to use group, encourage others to join  Keep this on our agenda as a standing item  **JMB** to follow up with BOD |
| New Business |  |
| none |  |

**Next meeting May 6 at 12:00-1:30 pm Eastern time**

**International Family Nursing Association Google Analytics Overview**

April 1, 2016

**Website Overview**

* When it comes to IFNA web analytics, we seem to have hit a plateau. In the past six months the average number of visits ranges from 3,433 to 3,820.
* The average visits per month is 3,622.
* December is an outlier at only 2,050 visits. I believe this is because it is holiday break at most colleges and universities so access by academics and students alike is lower.

**March Statistics**

Visits 3,543

Unique Visitors 2,954

Pages per visit 2.18

Avg. visit duration 1:49

Bounce Rate 69.55%

New Visits 75.47%

**Twitter Reach**

TweetReach does not provide the timeframe for its metrics, so unfortunately these are without some level of context.

**@IFNAorg**

Estimated Reach: 5,137

Exposure\*: 7,785 impressions

**Top Contributors:**

@IFNAorg (534 followers) 🡪 3.8K impressions

@vickyyyf (3,766 followers) 🡪 10 retweets

@JaniceBell (643 followers) 🡪 21 mentions

**#familynursing**

Estimated Reach: 24,686

Exposure: 34,708 impressions

**Top Contributors:**

@NatriceR (9,524 followers) 🡪 9.5K impressions

@wshroeder (207 followers) 🡪 7 retweets

@IFNAorg (534 followers) 🡪 11 mentions

\*Exposure is the number of overall impressions generated by tweets for @IFNAorg