**Minutes**

**IFNA Communications Committee Meeting**

**April 20, 2018**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), J. Anderson, Veronica Swallow (Board liaison), T. Risling, D. Stewart (web manager), P. Nersesian (liaison from Research Committee)

**Regrets**: D. Zaparoni

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Feb 9, 2018** | Approved  |
| Business Arising |  |
| **Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:** a. Final meeting with Kris, Wilma, Debbie, and Janice re: responsive design and closure of contract as IFNA web designer, Feb 12, 2018b. Updates and refinements to IFNA Communications Plan - see attachedc. Contributed updated content to IFNA LinkedIn and Twitter accountsd. Damien Stewart hired to IFNA web manager positione. Consultation meeting with IFNA Research Committee Feb 27, 2018f. Dr. Paula Nersesian agreed to serve as liaison between IFNA Research Committee and IFNA Communications Committee re: recruitment of research news and resourcesg. IFNA February 2018 and March 2018 Newsletters developed and distributedh. Follow-up invitation to Simon Stonesi. IFNA LinkedIn - invited new participants (IFNA members and non-members)j. Consultation with the IFNA Practice Committee April 18, 2018 re: tracking of awareness and implementation of IFNA Position Statementsk. Damien helped to reorganize IFNA Research resources pagesl. Damien refined how IFNA tweets are displayedm. Damien added a translate button to the IFNA website which was lost in the transfer to a responsive designn. Two new IFNA blog posts created by Joel |  |
| **3. Update from IFNA BOD - Veronica**1. Mismatch between text in some committees’ terms of reference and the IFNA bylaws re duties and responsibilities. Co-chairs will be notified of any corrections needed
2. Since August 2018, new format for writing issue papers and position statements.
3. Conference planning going ahead
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| **4. Report from Debbie**a. In final phases of preparing IFNA election ballot to be distributed on Monday. Ballot will be open for 4 weeks.b. Conference planning committee continues its work & Deb supporting this.c. IFNA exhibit at Midwest Nursing Research Society last week went well. There were just under 900 participants.d. Over the past few months, they have been working to get the International Family Nursing Foundation functional again, as it has been dormant. It is moving forward. This could be highlighted in a future newsletter. |   |
| **5. Report from Damien (detailed summary attached)**Overall we are doing well.a. Website metrics - updated last night March 19-April 19* 2,568 unique users – 84.9% are new visitors. Returning 15.1%
* Bounce rate low, meaning people aren’t landing on site and leaving right away. This is probably related to most users being on desktops

b. SIO (search engine optimization) rating is 33/100, which is pretty good. Page authority 39/100 which is also pretty good. * Two areas to improve: length of domain name, and it’s a large site with few external links. Shortening domain name and linking out more would improve search ranking.

  | Look into getting ifna.org or ifna.com |
| **6. Business Arising from Previous Meetings/Developments Between Meetings**  a.Derek Risling provided template and trigger questions for IFNA Communications Plan -  2nd draft from Joel for discussion * Add targeted messages to other organizations besides colleges/universities, also organizations that deal with nursing curriculum, ?NCLEX
* Include reaching out to scholars outside of North America
* Idea to set up partnerships – each committee member to search out organizations who have members using social media & work with them over 2 weeks to collaborate on sharing information on social media & sharing hashtags

b. IFNA Board of Directors approved budget request for web manager positionc. IFNA YouTube channel - update (Wilma) – process for review discussed & approved. d. IFNA Blog - update (Joel) – next topic “You Don’t Have to be a Nurse to be in IFNA”. Suggestion to invite Alison Metcalfe to blog for us. e. IFNA LinkedIn - update (Janice)f. Report on consultation with IFNA Research Committee on February 27, 2018 (Janice) - deferredg. Future involvement of Simon Stones – will invite him when we have a specific job for him.h. Plan for development of infographic for 2 IFNA Position Statements - one old/one new  | **JA** will incorporate suggestions into the plan & we will then start developing strategiesALL can now share this guideline with interested parties**JMB** will invite Alison Metcalfe  |
| **New Business** |  |
| a.Identify priority issues to be addressed by Damien Stewart: IFNA web manager - please identify items on your “wish list”b. Request from IFNA Research Committee members for a workshop to increase social media competencec. Welcoming address for non-nursing members to be posted on website | **Everyone****JMB**, **WS** & **JA** to discuss this**ALL** tweet this once it is posted |
| **Review/feedback re: meeting process** |  |

**Next meeting, Friday June 1, 2018 at 12:00-1:30 pm Eastern Daylight time**

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**Report on Analytics**

Over the last 30 days the IFNA website has helped over 2,700 people find the information they need about International Family Nursing. 8/10 of these people visited the site on a laptop or desktop computer while the remaining 2/10 visited the website via their phone or tablet.

The bounce rate of the website is 67%, meaning that 67% of users do not explore the site further than the homepage. This is an average bounce rate for a website of this size, but this could be lowered by adding more calls to action on the homepage of the site, enticing users to explore the size a bit more before leaving.

20% of all people visiting the site have visited the website before, meaning 80% of all traffic to the website are brand new visitors, and have never been to the website before. This is a good split, however having a higher number of returning visitors could mean that the website is providing value and is drawing previous visitors back in. We could do this by pushing more newsletter sign ups, and driving traffic back to the website from the newsletter. Returning visitors are good because they’re more likely to make donations or explore the site more than a brand new visitor. If they’ve seen the website before they will feel more comfortable clicking on things/exploring etc.

I’ve taken notes on changes that can be made to raise user retention and to boost search rankings on the SEO side of things and I’ll be working towards implementing those in the near future.

— Damien Stewart