**Minutes**

**IFNA Communications Committee Meeting**

**Dec. 2, 2016**

**Present**: J. Bell (Co-chair), K. Isaacson (Web designer), J. Anderson (blog editor) W. Looman, Veronica Swallow (Board liaison)

**Regrets**: W. Schroeder (Co-chair)

**Announcements**:

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| Agenda Item | Action |
| **Approval of Minutes of Sept 16, 2016** | Approved |
| Business Arising |  |
| **1. Update re: web design and metrics: Kris**  a. Update: Responsive Design and linking IFNA Member Profiles to Wild Apricot system: IFNA website metrics - trends or issues; and Follow-up 2015 IFNA Reach Infographic) are all ongoing  b. IFNA website metrics - trends or issues? -  c. Review of time left on 2016 contracts x 2 |  |
| **2. Update from IFNA BOD - Veronica**  a. Update from IFNA BOD meetings for July through November meetings related to issues that might pertain to IFNA Communications Committee  b. IFNA reach data and other communications information that needs to be reported regularly to IFNA BOD (What are Veronica’s preferences for sending and receiving information?)  Discussion with Veronica on ways of **enhancing mutual exchange of key information points between the Communication Committee and BOD**  - V will share highlights from summary of Communication meetings (usually provided by Wilma) with BOD and vice versa |  |
| **3. Report from Debbie**  a. Update about any important communication needed re: pressing IFNA issues, e.g., webinars, IFNA Awards: Call for Nominations - deadline January 30, 2017  Debbie updated on planning, and **nominations for IFNA Awards**; Janice stressed importance of circulating awards nomination process widely, especially via international colleagues  b. IFNC13: Update re: communication on website, IFNA Twitter, IFNA LinkedIn  c. New format used for IFNA BOD summary to members - feedback?  d. Request to send out information about IFNA listserv use and guidelines--2nd request (this is an under-utilized communication venue for IFNA members) |  |
| **4. Business Arising from Previous Meetings/Developments Between Meetings**  a. Social Media and Family Nursing: Special Focus Issue in JFN scheduled for February 2017 issue  b. Request to IFNA BOD for Consult with Communications Specialist - proposal invited from Michelle Cyca; feedback received; RFP under development – Janice is preparing a ‘Request for Proposal’ document to share with BOD early 2017  c. Development plan for accepted Pre-Conference Workshop for IFNC13: *A Social Media Primer for Family Nursing Scholars*  d. IFNA YouTube – Wilma - deferred  e. IFNA Twitterchats #IFNAchat – Wilma – deferred  f.  IFNA Blog posts – Joel  g. IFNA infographics  for IFNA Position Statements - Education (completed) and Practice (waiting for refinements from JMB)  h. IFNA Twitter - Janice and committee members (consider Hootsuite as a possibility for social media management dashboard)  **Tweets/Twitter**– Janice highlighted the immense value of Twitter e.g. #familynursing as an immediate way of sharing globally all the excellent work of IFNA, Veronica mentioned that as a Twitter novice she found Wendy’s  for IFNA members around IFNC12 an excellent way of developing ‘twitter’ confidence and now uses it regularly.  Joel recently posted this <http://internationalfamilynursing.org/2016/11/01/3-ways-to-use-social-media-to-make-familynursing-more-visible/> with excellent tips on using social media to promote family nursing  i. IFNA LinkedIn group - Janice  j. IFNA Newsletter – Janice  k. Conference photos gallery – Janice  l.  Dissemination of IFNA Position Statements - any action taken by our committee members or others?  Janice urges everyone to keep blogging, tweeting, etc. to disseminate IFNA Position Statements,  IFNA response to migration crisis and IFNA Predatory conference document  (May, 2016)  m. Dissemination of What is Predatory Conference? (May, 2016) document - new need identified in October 2016  **n. Jan Deatrick ‘s** Claire Fagin Lecture – could the link to this be made available to be shared on the IFNA web site? |  |
| New Business |  |
| a.  Involvement of Wendy in committee responsibilities  b. Any other pressing business? |  |

**Next meeting ? date at 12:00-1:30 pm Eastern time**