**Minutes**

**IFNA Communications Committee Meeting**

**November 29, 2018**

**Present**: J. Bell (Co-chair), W. Schroeder (Co-chair), J. Anderson, D. Zaparoni (IFNA office), Paula Nersesian (liaison to Research Committee) D. Stewart (website manager)

**Absent:** T. Risling, Veronica Swallow (Board liaison)

**Regrets**:

**Announcements**:

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| Agenda Item | Action  |
| **Approval of Minutes of Oct. 18, 2018** | Approved  |
| Reports and Updates |  |
| **Since our last meeting, the following IFNA Communications Committee activities/conversations have occurred:** a. IFNA Communications Committee harnessed the capacity of the IFNA listserv to serve as a digital gathering place and repository of tributes to IFNA member and co-chair of IFNA Practice Committee, Dr. Katherine Hoehn Anderson. An IFNA News Post was created that included collating the tributes received from IFNA members; IFNA Blog Post was posted written by IFNA Practice Committee, and a photo gallery was created with the help of Damien Stewart; an Obituary was received from Kathy’s family and was also posted on the IFNA website.b. In response to several requests to IFNA President and Vice-President to offer an official IFNA response to recent news reports which impacted the health of families, IFNA President, Jane Lassetter released an "IFNA Statement to Promote Advocacy of Families" which was posted on the IFNA website and shared in the IFNA October 2018 Newsletter.c. Updated the list of publications related to IFNA Position Statements Dissemination website page. Waiting for more data from IFNA Practice and IFNA Education Committees.d. Responded to Janet Deatrick, co-chair of IFNA Resource Advancement Committee re: IFNC14 Promotional Materials re: Sponsorship - need to follow-upe. Email of October 24: Identified the possibility of posting IFNC14 information on the websites/newsletters other family health organizations, i.e., NCFR, Collaborative Family Health Care Association, etc. - need to follow-upf. Contributed updates and new content to IFNA Twitterg. November 2018 Newsletter has been developed and distributed; December 2018 Newsletter under developmenth. IFNA LinkedIn - continued to provide updated information and renewed initiative to invite new participants (IFNA members and non-members who are family nursing and family health scholars/practitioners with a current LinkedIn account). Current list of participants on LinkedIn is only 192 IFNA members and non-members: <https://www.linkedin.com/groups/6664854/>i. Request to Deb in IFNA Office to post IFNC14 information on Wild Apricot website under Future Events. j. Launched Call for Nominations from IFNA Awards Committee, requiring review of several website pagesk. Updated list of all family conferences that are happening (page on website). |  |
| **2. Update from IFNA BOD – Veronica**a. Deb reported that a summary of BOD meeting was sent out, their aim is to do this within two weeks of meetings. |  |
| **3. Report from Debbie**a. Wild Apricot used for membership and event management. Total distribution of information (those who have accepted GDPR) is 537. b. Abstract reviews are underway, deadline is Dec. 7. |  |
| **4. Report from Damien - IFNA website metrics**a. End of October Google Analytics stopped tracking for last year, so no data for Nov through possibly Feb., so November this year compared to October of last year. Everything is down compared to last year. This may be related to academic schedule, and also more traffic in October may be due to abstract deadline. b. Wild Apricot login issue has been identified. User accounts for admins were created in WordPress with same login as Wild Apricot which is interfering. Solution is to have different logins for admins to each site. List of users with admin accounts is needed, also for Constant Contact.c. Revision of URL – to be done.  | **DZ** will confirm list of admin users**JMB** will contact **DS** re URL |
| **Business Arising/ Developments Between Meetings** |  |
| a. Subscription button on IFNA website so that non-IFNA members can access IFNA newsletter. Goal to increase reach from 400 to 25,000. Template provided by Joel to clarify what is needed. We would also like to monitor analytics for this. Options are to have a newsletter signup page, or put it in the footer so it’s on every page – second option is preferred. Button would take the person to a different page to verify not a bot, do GDPR notice etc. | **DZ** and **DS** to collaborate on getting this done in the next couple of weeks. |
| **New Business** |  |
| **PRIORITY:**Identify priority issues for IFNC14 Planning - Meeting with IFNA Conference Committee in early December 2018 a. Develop social media toolkit for IFNC14b. Guidebook is on the agenda for the IFNA Conference Committeec. Live streaming events? Challenges are costs, will people not attend conference. Alternative could be doing short videos during conference to post later. d. Ideas from Tracie Risling re: proposal to guide social media efforts for national conference including pre/post conference marketing and providing reports from the conference. – deferred e. Idea to have “Spotlight”; short videos playing on website, and during conference; e.g. short interviews. Examples of the GSA Spotlight and IAGG Spotlight videos mentioned during our meeting:  <https://www.geron.org/meetings-events/gsa-2018-annual-scientific-meeting/gsa-spotlight-tv>f. JA had an assignment for students to follow conference hashtag, which increased participation on Twitter. We may be able to adapt this for our use. | **JMB** will convey our wish list to the conference committee**JA** willing to work on social media toolkit**WS** willing to do Guidebook**PN** will lead Spotlight**JA** will share his assignment with us |
| **Review/Feedback re: meeting process** |  |
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**Next meeting , January 24, 2019 at 12:00-1:30 pm Eastern Daylight time**

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