



**INTERNATIONAL FAMILY NURSING ASSOCIATION
COMMUNICATIONS COMMITTEE
TERMS OF REFERENCE 2024-2025**

Chair/Co-Chairs

- Janice M. Bell | Canada
- Joel Anderson | USA

Board of Directors Liaison

- Junko Honda | Japan

Committee Duties and Responsibilities (per the IFNA Bylaws)

- Responsible for the development of the infrastructure and use of social media channels to promote effective communication among members, timely dissemination of information, advances in family nursing knowledge, and the IFNA mission.
- 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.

Goals for 2024-2025 (two-year)

Liaise with the IFNA office, IFNA web manager, IFNA Standing Committees, and IFNA members to ensure the IFNA website and social media channels contain current information and remain functional.

- Refine a communication plan for coordination of all IFNA communication that includes assessment of reach and utilization by IFNA members, non-members, and interprofessional family health related organizations.
- Survey the IFNA membership regarding communication preferences to refine the communication plan
- Increase the visibility of IFNA and IFNF through select social media channels (including X, LinkedIn, IFNA blog, IFNA YouTube channel, IFNA listserv) and encourage IFNA member participation in these social media channels.
- In collaboration with the IFNA Committees, actively promote and track the dissemination of the IFNA Position Statements.
- Ensure consistent branding of IFNA for conference promotion of IFNC17 in 2025.

Action Plan

- The IFNA Communications Committee meets monthly from September–April and a monthly report of the Committee’s initiatives is offered to the IFNA BOD. In addition, the minutes of each meeting are posted on the IFNA website.
- The Committee will meet with each IFNA Standing Committee (Practice, Education, Research, Awards, Membership, Conference, and Resource Advancement) to foster collaboration and encourage IFNA Standing Committee leadership and gatekeeping of information posted on the IFNA website and communicated through the IFNA Newsletter and other IFNA social media channels.
- The Committee will report metrics to the IFNA BOD quarterly related to reach and utilization of communication channels.