



**INTERNATIONAL FAMILY NURSING ASSOCIATION
COMMUNICATIONS COMMITTEE
TERMS OF REFERENCE 2026-2027 (2-Years)**

Chair/Co-Chairs

- Elisabeth Coyne | Australia
- Makoto Tsukuda | Japan

Board of Directors Liaison

- Junko Honda | Japan

Committee Duties and Responsibilities (per the IFNA Bylaws)

The Communications Committee ensures effective, accurate, and timely communication across IFNA platforms, promotes global visibility of family nursing, and supports the strategic goals of IFNA through coordinated digital communication.

- Disseminate information that supports IFNA’s mission and advances family nursing knowledge.
- Maintain and strategically manage IFNA’s social media and communication platforms.
- Communicate regularly with the BOD through monthly reports and updates.

Goals for 2026-2027 (two years)

1. Strengthen Global Integration and Visibility
 - Serve as the central hub for global communication by synthesizing updates from IFNA Chapters and JARFN.
 - Enhance global coordination and visibility through collaboration with IFNA Chapters and international partners.
2. Ensure Digital Governance, Sustainability, and Platform Quality
 - Maintain centralized and secure management of IFNA’s official social media accounts (X, LinkedIn, BlueSky, Facebook).
 - Keep the IFNA website and social media channels current, accurate, consistent, and fully functional.
 - Implement unified branding, posting guidelines, and coordinated messaging across all platforms.
3. Advance Data-Driven Communication and Continuous Improvement
 - Integrate analytics monitoring (social media engagement, website traffic, reach/utilization metrics) to guide communication planning and quality improvement.
 - Track and evaluate dissemination trends, including the digital reach of IFNA Position Statements.
4. Strengthen Cross-Committee Collaboration and Organizational Alignment
 - Collaborate with IFNA Standing Committees to support dissemination of evidence, activities, and resources.
 - Promote and track dissemination of IFNA Position Statements in coordination with relevant committees.
5. Support Global Conference Promotion and IFNA/IFNF Visibility
 - Increase global visibility of IFNA and IFNF through strategic digital engagement.
 - In collaboration with the Conference Committee, coordinate branding and digital communication for IFNC18 promotion.

Action Plan

- Monthly committee meetings and monthly BOD reports. (Goal 1)
- Each Chapter designates a Communication Liaison to provide monthly updates. (Goal 1, 4)
- Meeting minutes posted on the IFNA website.
- Develop social media dissemination plan and data evaluation process for each year (Goal 2, 3, 5)
- Submit quarterly communication metrics to the BOD, including reach, utilization, and dissemination trends. (Goal 4)

To build a sustainable, globally integrated communication ecosystem that connects IFNA members and Chapters, amplifies their work, and demonstrates the collective impact of family nursing worldwide.