

## Eastern Michigan Chapter – Healthcare Financial Management Association

### Social Media Committee 2018-2019

#### **Summary:**

- The purpose of the social media committee is to publish and promote HFMA, the chapter, our meetings, social activities, members, events and healthcare relevant news to our members and prospective members. Today this is accomplished via social media, the chapter website and News Blasts.
- The intent of the News Blasts is to actively support the chapter's mission of providing high quality educational articles and professional developmental opportunities and updates – and to publish the periodic President's Messages. Due to the transition in Admin last year, we were not as successful with this as we had hoped as there was a learning curve to utilize the website for this purpose.
- Secondly, we create and support social media communication. This includes:
  - LinkedIn group (about 300 members)
  - Twitter account (385 Followers)
  - Facebook (65 Followers)

#### **Highlights of 2018-19 committee accomplishments**

- Regularly pushed notifications of meetings and events via social media to help drive registration and attendance.
- Maureen received training on the website and is now actively making updates and able to do so going forward.
- Maureen was able to get Nancy's President's Message posted – and this will be easier going forward, so we can get back to our normal cadence.
- Volunteer database was created – should be able to identify some new individuals that can join/lead the committee
- Added Greg Cavanaugh to the committee

#### **Goals for 2019-2020**

- Recruit additional committee members / chairs
- Resume regular cadence of News Blasts (at least bi-monthly)
- Ensure that a President's Message is posted at least quarterly
- If possible, incorporate Volunteer Database into the website so that committee members can access a password protected database of potential volunteers from which to draw
- Joint efforts with the Membership Committee to leverage social media to reach potential new members, provide members volunteer opportunities, and showcase new members via News Blasts.
- Re-instate regular photographers at events to document events that are promoted and memorialized via our social media platforms.