

Committee Members- Christine Perry (chair) Erin Rogala, Erin Lexner, Sara Brown, Letitia Warunek, Amanda Zahn, Kayla Weaver, Robin Nading, Alexandra Panek, Lexie Moss, Alicia Senart, Amisha Uga, Chelsea Fitzpatrick, Creaque Charles, Isabelle Litvak, Lauren Chars, Shelby Kwast, Laura Kline, Leanne Vargus, Michelle Gronski, Janice Nguyen, Soni Katahillani, Tiffany Vicars and Urooj Malik.

Committee Directions:

1. Develop a comprehensive communications plan using various communications channels, including, but not limited to the website, Facebook, Instagram, and Twitter.
2. Utilize social media to promote events and achievements of chapters and members through official hashtags, themes of the day, etc.
3. Compile a list of app features for use throughout the biennium and during the Annual Convention.
4. Evaluate and make recommendations to the Grand Council regarding the website content, particularly as it relates to improving the functionality (forms, reference material, etc.).
5. Monitor social networking sites for Fraternity related issues.
6. Provide interim reports to the Grand Council.
7. Submit annual Convention reports.

Social Media Platforms. Facebook: LKS group page and LKS organization page, Twitter, YouTube and Instagram. These four sites are active and utilized. We continue to use Hootsuite for scheduling the posts in FB and SkedSocial for IG. Posts come from the committee, HQ, committees and the membership at large. Progress this year utilization of Canva art for more unified image and branding. HQ developed a Canva training program. Additional communication programs included LKS on Demand Webinar, LambTalks Podcast, Women In Pharmacy Night and videos. HQ time is 2-10hrs per month. As chair my time equals 15-20hrs a month. The Podcast returned in 2022 and the hosts have taken over more of the editing functions to help streamline production.

Analytics. We currently have 1,538 followers on the FB organizational page, 3,100 followers on the FB group page, 1,987 followers on IG and 86 followers on twitter. Overall while the followers have increased over the past year for all platforms the views are down. This is mostly due to the algorithm used by Facebook and Instagram.

Facebook- Posts are coming exclusively from the committee and other standing committees should be given the direction from the GP to contribute to LKS communications as part of the committee charges. Christine has reached out to WHI, PH and Trust/Grant committees for social media submissions. Recommendations for next year are to have more theme days and give-a-ways. Alumni/Collegiate spotlights, Feature mentor/mentee pairs and Lamb of the week or Lamb of the month spotlight.

LinkedIn: LKS has posted and average of once a week on LinkedIn career-based information. Members are encouraged to network on this page.

YouTube: What is found on YouTube is the webinars and specialty videos like grad videos and 100yr video. Recruitment video is also there.

Instagram: We are doing well with photos for Instagram compared to last year at this time. The calendar is currently booked out 30-45 days.

Podcast: Is back up and running. We have had 4 new episodes in 2022. LKS averages 80-100 listeners per podcast. The committee looked at the data and there is a spread of listeners from all age groups. 53% of the listeners use Apple.

Webinars: There are two webinars that have been pending finalizing and recording. Christine will follow up with the authors.

WIP night: Three WIP nights were held over the past year.

Alumni are looking for more membership benefits and a reason to continue to pay dues. We would like other committees especially the CE committee or professional projects to use social media for webinars, CE, professional development, networking, careers, leadership etc. should help to provide value. It would be outstanding to have a CE produced and available online. There is also an idea for a residency application review project from the committee that has been referred to the GVPA and GVPC.

The webinar and podcast opens the door for LKS to solicit sponsorship of each and add our social media platforms. This could bring in some additional non dues source of income. The following sponsorship levels have been set up: Podcast \$25 LKS member \$50 non-LKS member, Webinar \$50 LKS member \$100 non-LKS member, Social media spotlight \$25 LKS member \$50 non-LKS member, Women in Pharmacy Night \$50 LKS member, \$100 non-LKS member. To date we have raised \$200 in sponsorships to the LKS general fund.

The communications committee has 22 members and 7 are active providing content each month. This is not enough participation to sustain the content for social media. Christine spoke to incoming GP LuShawna Dulin about the workload that the committee sustains and the need for more members or committees to take over projects. Christine announced that she will be transitioning as chair in the next year and LKS needs to identify a new chair for the communications committee. Ideally, the Chair should come from a current committee member who is familiar with the committee work. Christine will remain on the committee as a member. She is currently spending 15-20 hours a month overseeing all social media channels and special projects. At convention, Christine will be sourcing new members to join the committee for the 2022-2024 biennium. Communication is one of the key elements of a successful organization and more progress and utilization will help LKS continue to meet the needs of the membership.

Respectfully Submitted  
Christine Perry, R.Ph.  
Past Grand President  
Chair Communications Committee