# Entry   (ID 1914)                                                          Show empty fields

**First Name**                      Christine

**Last Name**                      Perry

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**Committee**                      Communications Committee

**Position**                        Chair

**Section 1: Job Description**       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.

**Section 2: Progress To Date Activities Specific to Job Description**       Social Media Platforms:
Facebook Group Page (Private, Chrysanthemum), Facebook Organizational Page, Twitter, YouTube, Instagram and LinkedIn. These sites are active and utilized. We continue to use Hootsuite for scheduling the posts in FB and SkedSocial for IG. Posts come from the Communications Committee, HQ, other committees and the membership at large. We continue to use Canva for more unified imaging and branding on the platforms. We planned

various giveaways throughout the year on IG which were well received.
Additional Communications Committee programs included LKS on Demand Webinar,
LambTalks Podcast, Women In Pharmacy Night Virtual Program. HQ time is 2-10hrs per
month. As chair my time equals 10-15hrs a month.
The LambTaLKS Podcast continues to produce episodes every 1-2 month and the hosts are
completing all aspects of episode creation (recording, editing, and promotion). Episodes
have >100 views each. Episode creation equals 5-6 hours per episode.

Analytics. We currently have 1,575 followers on the FB Organizational page, 3,178 followers
on the FB Group Page, 2,046 followers on IG and 375 followers on twitter. There was
growth on the FB organizational page and Twitter and a loss of 540 members of the FB LKS
group page. Overall views are down especially on Instagram. This is mostly due to the
algorithm used by Meta for Facebook and Instagram.

Facebook and Instagram: Posts are coming exclusively from the committee. We are doing
well with photos for IG. Recommendations for next year are to continue with collegiate and
alumni spotlights, add additional clinical content (Pharm Fact Fridays, Women's Health
Wednesdays, What I Learned Today, etc.). Planning to include more interactive options for
IG (polls, open response questions, etc.). Also recommending more IG stories and Chapter
Take Over days.

Other standing committees should be given the direction from the GP to contribute to LKS
communications as part of the committee charges especially Women's Health Issues
Committee, Educational Trust and Project HOPE.

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.

Podcast: Created 6 episodes since May of 2022. LKS averages >100 listeners per podcast.
There continues to be a spread of listeners from all age groups, with 45% of the listeners
use Apple.

Webinars and WIP Nights: Recommendation for WIP Night with 3-4 collegiate speakers
highlighting a topic or research project. Another recommendation for WIP Night that
highlights non-traditional career paths. Another recommendation for a skill building session
for pharmacy residency candidates (Interview prep, elevator speech, etc.). We recommend
the Webinars and WIP Nights be delegated to the Professional Projects Committee or CE
Committee to better align with committee functions and better align the workload between
committees.

We plan to continue promoting sponsorship of our webinars and podcasts. 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.

**Section 3: Plan and Timeline by the End of the Biennium**

Convention Social Media
Selfie Station

**Section 4: Action Items for Deliberation and Potential Vote**

The communications committee has 44 members and 5-8 are active providing content each month. This is not enough participation to sustain the content for social media. Christine spoke to GP LuShawna Dulin last year about the workload that the committee sustains and the need for more members or committees to take over projects. Letitia Warunek was added as a Vice Chair of the committee and more members will need to be sourced at convention. Due to workload the committee did not plan WIP Night, a new Webinar or Hygeia Day and these events were not picked up by any other committee. 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 10-15 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 next year 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.

Comments/Notes

## Entry Details

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