ICHP 2013 Social Media Task Force
Conference Call Minutes for Monday, February 11, 2013 – 3pm

Committee Members

Y	Amanda Wolff, *Chair, ICHP Staff Liaison*		Fatima Ali
Y	Trish Wegner, *ICHP Staff Liaison*	Y	Huzefa Master
	Christie Schumacher		Mary Radzialowski
Y	Diana Isaacs		Vinay Soni
	Jennifer Arnoldi	Y	Ryan Szynkarek
	Sheila Allen		Jason Morell

RECAP OF OLD BUSINESS
- Introduction: Amanda Wolff, *Communications Manager*

ITEMS OF BUSINESS
- Revising Social Media Strategy
  - Review of Hubspot Guide
  - Need to better define target audience: pharmacists, directors of pharmacy, students and new practitioners
  - Great for posts to be somewhat light-hearted and more personal, but try to keep it more health-system pharmacy related. Posting photos, ICHPeople announcements, etc. are a great personal touch.
  - Post frequency: post perhaps twice daily; maybe suggest that people not sign up for notifications if they do not want several emails a day.
  - Diana and Trish checking with NPN for more opinions on post content and frequency.
- ICHP Facebook mascot
  - "Flat Freddy," could be taken to ASHP midyear meetings, community events, etc.
  - Is this concept maybe too social/getting too far away from pharmacy?
  - Could it be a good way to engage students?
  - Could the creation of the mascot be made into a contest?
  - Diana and Trish to ask opinions of NPN.
- Gala Marketing Photo Collage contest – it's a go!
  - **New Contest: 50 Years of ICHP Photo Identification** – Picture Pile Collage of ICHP members with numbers to identify. Contest is that members will try to identify as many people as possible.
    - Goal: 50 – 100 faces.
    - **Will include all types of members,** past presidents, founding members, new practitioners, techs, students.
    - Photos can be old or new – but it needs to be taken when the person was a member of ICHP (so it's not fair to include baby or elementary school pics because members would not recognize them)
    - ICHP will go through photos. (Avery has started this process.) May need to contact random members for photos as well. Amanda needs everyone on committee to send pics they wanted considered for inclusion! **They need to be CURRENT members of ICHP** (special exceptions may be made).
    - Start photo collage contest in summer 2013 (2 months leading up to gala to create excitement.)
    - Contest ends Saturday after Annual Meeting
    - Online submission form – still need to think this out! *Facebook/Twitter?*
    - Display as JPG collage on the web. Photos too small or pixilated for large print poster, there will be a slide show/digital enlargement at the meeting.
    - Advertise contest inside KP & on June KP Postcard
    - Low key prize – $50 gift card somewhere (from points ICHP earns on their credit card)
    - Two prizes – Random person selection among all entries. Bigger prize for most people identified.
    - Extend contest to Facebook and Twitter – Photo of the week? Correct guess earns you an entry in the drawing for the random prize. Photo will be removed after one week and new one will be added. This encourages people to pay attention to social media so they can get the correct answer for their big entry at the meeting?
    - Committee suggests using photos of faculty/board members when they were younger and starting out in ICHP. This might draw more people to our social media pages.
- Student Chapter Video Contest
  - Continuing for 2013
  - Do we want to set a theme for this year's contest? All committee members please ask others/other committees for suggested themes.
    - Trish and Amanda suggested "Time Capsule" theme in keeping with 50th Anniversary (what's happening in pharmacy now, where do we see it in 50 years, etc?)
    - Tie the theme for the video contest to the current President's theme? For example, Tom Westerkamp's theme for 2013 is *Caring.*
    - Maybe present 2 or 3 themes to social media and put it to a vote to see what theme/topic is most inspiring as an additional contest for social media.
  - Begin advertising/promoting the 2013 contest in April before school gets out: repost last year's winner to generate excitement, 2013 video theme contest/election?
- ASHP Connect
  - Not very user-friendly.

- Listserves
  - Will need volunteers to monitor and engage participants
  - Making these more user-friendly would attract more participants
  - ICHP Staff will be consulting with our IT company to figure out requirement/costs
  - Committee members to submit examples of listserves to Amanda/Trish that do or don't work so we can offer suggestions to our IT company
- ICHP Member blogs
- ICHP Facebook statistics

MEETING ADJOURNED at 3:54pm

HOMEWORK
- Check with other committees/ICHP members for their thoughts on post possible themes/topics for this year's Student Video Contest.
- Email Amanda any high resolution photos for the 50th Anniversary photo collage contest. amandaw@ichpnet.org
- Send Amanda/Trish examples of listserves that do or don't work well for suggesting to our IT company.

NEXT CALL
- TBD
- Trish and Amanda will be looking for more feedback on today's discussions via email.