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**NEWS FROM THE SOCIAL MEDIA SUB-COMMITTEE**

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| **POSTED JUNE 2023**Social media subcommittee would like to appoint trainees to the committee. We would like to consider giving a title such as “Social Media Ambassador”. Junior members such as trainees are adept with social media and may know how to leverage social media for more engagement. **Summary of Group Meeting 1 - December 13th 2022****•** Implementation of social media by laws**Summary of Group Meeting 2 - February 13, 2023**o Participation of junior members on our committeeo Discuss ideas for engagement prior to annual meeting**COLLABORATION**Collaboration with membership engagement committee.**FUTURE PROJECTS**• Faculty features• History of the SCA• Repository of Images• Surveys |

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| **POSTED NOVEMBER 2022****Requests for Board of Directors Approval:** With social media, the SCA can market to prospective and current members of all age levels. Given the SCA now enrolls Medical Student members, can we consider adding a committee members at the trainee level or even medical student age group? This demographic may be more adept with social media and understand what material to utilize.Summary of Group Meeting 1: 4/22Summary of Discussion: We discussed the strategy for the upcoming Annual Meeting. In this discussion, we developed a strategy to engage members on social media prior to and during the meeting itself. **DESCRIPTION & GOALS**Social media is a useful marketing tool for the SCA but is constantly evolving. It changes not only in what medium it is used but what is considered acceptable to communicate. With the utilization and oversight of the management company, we can consider further media and content to post. The committee will meet soon to discuss engaging and involving members of all levels including trainees and students.COLLABORATIONThe content which the SCA posts will need to be provided by the talented members of the SCA. This will include the Thoracic Anesthesiology group, other committees, and individual members. The social media accounts will also need to manage in real time to communicate or “like” material posted by members.**FUTURE PROJECTS**Now that the SCA account logins have been shared, there are limitless possibilities for the SCA accounts. As the Social Media utilization evolves, different social media mediums can be used including Instagram and Tik-Tok. In addition to the existing social media platforms, these sites offer opportunities for videos and media content. Some of these include:* Faculty Features highlighting leaders in our fields
* Updates from other committees to disseminate their work
* Create a database of content to post including but not limited to interesting echo clips, Instagram stories and videos
* Surveys and polls
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| **POSTED JUNE 2022**This subcommittee was established in 2021 under the purview of the Membership Engagement Committee. Our first meeting discussed:* The role of the subcommittee
* Who will be posting material?
* What material to be posted
* On which platforms

**DESCRIPTION & GOALS**The group discussed how social media influences our members. We have worked to obtain login information from the previous management company. The group came to a consensus on how materials will be posted with the help of the management firm. We will leverage the management companies’ resources to increase engagement. **FUTURE PROJECTS**The SCA needs to offer our members a product and utilize the social media platforms to broadcast them. Content such as guidelines and recommendations can be created by other committees for release on social media platforms. We can work closely with the Membership engagement committee to understand how to engage our members. |

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| **POSTED OCTOBER 2021**Summary of Group Meeting 1: June 14th, 2021This meeting was an introduction to the concept of a more robust social media presence by the SCA. We have room for improvement and require a structured approach to social media activity. Goals for how this will be accomplished were laid out.**DESCRIPTION & GOALS**This sub-committee is brand new and the process for how social media content is posted is still being organized. We will work closely with the marketing team at Veritas to post content that will be submitted by the committee members. The goal will be to provide twice monthly posts on topics decided by the committee. The social media subcommittee hopes to utilize DocMatter and the CME educational content created by the SCA committee. Additional considerations for content to be shared are outlined below.COLLABORATIONThe Social Media Sub-committee is closely aligned with the Member Engagement Committee as our interests are shared. The goals for the committees are to increase member and potential members’ activity and consider what they seek with a membership with the SCA. Social media can help advertise what we offer and engage our members in educational content.**FUTURE PROJECTS**Twice monthly posts are the starting point to establish our initial presence on social media. Some future activities will include:-engage the other committees to share updates to post. -Establish content (guidelines, point-of-care, questionnaire, PoCUS topics) and publishing rules for within the sub-committee-Surveys-Member and fellow interviews-create a relationship with JCVA or Anesthesia & Analgesia to share content published |