

## **NLASLPA AMM**

**May 24, 2018**

### **PR Committee Report**

The co-chairs of this committee are Ashley Rossiter and Kayla Evans. The committee has a total of 8 members (Two co-chairs as noted above, John Hillier, Jane Bowering, Angela Dunphy [hiatus], Kim French, Lauren Morrissey and Claudette Butland). There are 6 SLPs and 2 audiologists, from Eastern, Central, and Western regions. The group is composed of mainly health-based professional.

The PR committee has an operating budget of \$2500/year. The committee secured additional funding to cover the cost of a banner bug, which we look forward to displaying at various events, and of course, the 2018 conference. We have recently joined the 5 regional wellness coalitions, and hope to apply for additional funding to cover future projects, such as large scale printing and other informational materials for the public.

The committee continues to meet regularly, typically at least every 2 months.

#### **Social Media**

We continue to build our online presence through Facebook and Twitter. The committee has no plans at this time to expand to other mediums, but are open to suggestions! We typically post 4 times per week, which includes the following: Motivation Monday, What's New Wednesday, Friday Funny, and one additional post. If you have suggestions for a weekly feature, please share!

#### **May Month**

This years' initiatives plan include:

- Baby Baskets (purchased online and shipped to site) A favorite of members.
- Proclamation signing (joint with CHHA-NL)
- Grade 4 Poster contest (joint with CHHA-NL)
- Table at Avalon Mall (joint with CHHA-NL)
- Members Only contest - Cheek Retractor Challenge
- Public Contest - Cheek Retractor Challenge
- E-Mailouts (Public Health and Community Health Nursing) – shared the updated nlaslpa Pamphlets

Future ideas include hosting an awareness table at various public libraries to showcase the importance of reading on language development and later academic success. If you have any May Month ideas, we would love to hear them!

#### **Conference**

We continue to liaise closely with the conference committee and hope to offer many fun contests with this event!

#### **Website**

We continue to maintain the website through our website sub-committee, that meets at least twice a year. Updates occur as needed and there are currently two members trained on the system. Please check out the News and Events section for up to date CEE opportunities. If you know of an event relevant to our professions, or have a suggestion for the website, email [pr@nlaslpa.ca](mailto:pr@nlaslpa.ca)

## **Other**

**Promotional Materials:** The committee has updated the “Becoming a Member” pamphlet and a general “for the public” pamphlet on our professions/scope of practice. We are currently developing a “New Parents/Baby” booklet to accompany our May Month Baby Baskets and hope to have this in print by year end.

**Media Proposal:** Waterwerks is near-completion of all on-camera interviews. The sub-committee meets with them as needed and liaises with the executive regularly on this project. We are pleased with this project to date, but it is a massive undertaking, so at this time, we do not have a release date but are hopeful it may be released at the upcoming conference.

## **Milestones for 2017**

- Facebook likes: 962 (up from 839 in September 2017). By comparison, Speech and Hearing BC has just over 1.3K, CHHA-NL approximately 706).
- Twitter – 232 followers (up from 206 in September 2017). By comparison, CHHA-NL has 828 followers.

Depending on our budget post May Month and the conference, we will look to offer contests to help us build our reach.

## **Objectives**

- To raise the profile of SLP and AUD professions in the province
- To promote awareness, early detection and prevention of communication disorders
- To provide information to membership regarding education, research, resources and other issues relating to the professions via social media
- To increase networking among professionals through social media

Follow us on:

Facebook → NL Association of Speech-Language Pathologists and Audiologists

Twitter → @NLASLPA

## **New Members**

The PR Committee is always looking for more members! Currently we are seeking more school-based SLPs. We are interested in any volunteers, but especially those that are social media savvy, who enjoy formatting, or would be interested in subcommittees such as the website.

Respectfully submitted,

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Ashley Rossiter and Kayla Evans

Social Media Committee Co-Chairs

April 27, 2018

