

Minutes from the Publications & PR committee Wednesday 22nd June 16

Publications and Communication – liaison – Secretary Michaela O’Neill

Ad hoc member – International Journal of Dental Hygiene Editor

Tasks - provide editors for e-news and facebook page

Discuss new marketing opportunities and strategies for IFDH

Develop social media strategies, i.e. Instagram, twitter

Present

Michaela O’Neill secretary ISDH -Liaison

Barbara Derham Ireland Chairperson

Piia Kumala Finland

Orly Starkman Israel

Elna van der Ham St Africa

Victoria Wilson United Arab Emirates

Not in attendance Mercedes Alberdi Alzuguren Spain

Facebook

Maria Goldie currently updates and replies to posts on facebook with exceptional efficiency. She replies to all posts within 15 minutes therefore elevating the IFDH to a top rated facebook page.

Maria is to be approached to ask if she is happy to continue her current role with facebook, with the offer of the p&pr committee to also have administration rights.

This will increase emphasis on member country information with regards to their meetings, important government decisions or awards within dental hygiene.

Immediate Action Maria was approached at the ISDH by Michaela O’Neill secretary IFDH and Barbara Derham chairperson P & PR committee. She is happy to continue with her Facebook activity and to have the p&pr committee work alongside her.

Barbara will ask Maria for the gmail and password for the facebook page to give to the p&pr committee

Ethical guidelines are to be developed for use of social media.

In the meantime it was suggested that we use the social media guidance from General Dental Council, UK as a reference document

Action BSDHT Guidelines forwarded to Peter Anas to send to the ethics committee.

It was suggested that all member countries that have a facebook page should have a ‘like’ to IFDH page.

Action Email to Peter Anas to go to all member countries to ensure they are encouraging members to like the IFDH facebook page



Can sponsored posts be placed on facebook, to liaise with MO'N re this as BSDHT have already set this in place.

Action this has been suggested to Peter Anas

Closed HOD group on Facebook -

There may have already been a closed facebook page created for the HOD but it was decided to create a new closed group

Twitter

Create a twitter account.

To link twitter with Facebook.

Twitter account has not been operated before.

Action BD to set up a twitter account, P& PR committee members will be asked to volunteer to operate

Linkedin

Linkedin set up IFDH profile 30th anniversary logo as picture. Information will need to be added to Linkedin to set the profile.

Action Email sent to Victoria in UAE asking her if she could set up and operate Linkedin awaiting on an answer

New IFDH profile statement to be used on both facebook and other social media sites

Flipogram

Flipogram or other movie maker free software to be considered to make movies of events such as national conferences posted onto social media

Action Victoria will try and do a flipogram or another method to make video memory of ISDH as trial

Instagram

It was decided to prioritize facebook, twitter and linkedin due to everyone's time constraints.

Inform DH on Dental forums available through web

E News



To ask if E news can be translated similarly to the IFDH website

Sponsored posts extending to e-zine

Can the newsletter be in a different presentation format getting away from long format perhaps a flip page?

Template form to be developed for e news for countries with key events, limit words, limit pictures and what to include

Welcome to new countries (link to membership committees), Social responsibility or Development of profession around the world, Talking points updates in global dental, new innovations

Minutes ratified from 3 years ago can they be on frontpage to all on website?

Marketing & Sponsorship

Mary Rose becomes contact as IFDH trade liaison person

At the 2016 IFDH- Curaden Dinner, P&G Dinner thanks to be added to facebook.

Suggestion: Focus group time for major companies at the ISDH with HOD as a way of generating income for the federation?

Suggestion: As the HOD represents key opinion leaders during the conference HOD dinner events can be marketed as an opportunity to have feedback

Suggestion: Focus group opportunities for companies at upcoming meetings such as Social Responsibility meeting in Florence. Time allocated to sponsors to make focus groups.

Sponsorship prospectus developed

Ergonomic equipment and physio solutions such as hand splints etc to be considered as a market to be approached for the congress.

Approach other allied health professionals re information such as physio/ speech therapy, ENT to echo the sentiments bringing the mouth back to the body