

Committee Reporting P & PR Committee

2019 - 2022 Term

Chair : Nikky Huisman

Members of the Committee

1. Virve Jaakelainen (Finland)
 2. Uilliana Lenets (Russia) – from november 2021
 3. Maria Goldie (USA) - *guest*
- Gitana Rederiene (Lithuania) – till September 2021
- Eliassy Fouzieh (Sweden) – till April 2021

Plans for the 2019 – 2022 Term

- A. Put op Social Media Calendar for Social Media (SM)
Goal: Improve reach and engagement by daily posting. Containing following topics: IFDH E-news, ISDH news, IFDH projects, Scientific news, polls, Ireland news and funposts.
- B. Focus groups in PR online activities

Facebook: Member countries and individual members

Instagram – Individual members / Young professionals

Twitter – Dental field

Linked in - Dental profession and stakeholders

Whats app – HoD of IFDH or employees of participating associations
- C. Advice board introducing renewed (updated) logo and website.

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Actions taken / completed

- a) Structured posting on FB.
- b) To maintain a good and healthy SM account is a lot of work. We had our main focus on Facebook and attempted to also maintain our other SM accounts. To be visible and stay visible online, daily posting and a variety on content is essential. This way we attempt to keep our page and brand in eyesite and easy to find. We divided the SM accounts on the participants of the Committee, with special honours to Maria, Donna and Virve. We where able to raise engagement and reach on FB an Instagram. For maintaining on point on twitter and Linked in, we had to little resources. Hereby an overview of the statistics June 2022 and July 2020:

	June 2022	July 2020
Facebook	7197 followers 5.6k post reach 1.3 engagements 251 page views	6703 followers 5.6 engagements
Instagram	581 followers	500 followers
Twitter	331 followers 182 Tweet impressions 8 profile visits	325 followers
LinkedIn	121 followers 124 post impressions 21 profile views	No comparison. The account was deactivated and restarted due to setting problems.

Note: the engagement depends on the content. The engagement rises when people comment on the post. We see numbers rising with "fun" posts, most likely because people tag colleagues in the comment section, and numbers declining by sharing informative information from the IFDH.

- c) New website and logo has been developed bij the IFDH

Final Comments

- Professionalize SM strategy by outsourcing these activities.
- Improve cooperation with HoD to be able to create more member content. Make it easier for members to send in information.