

**Partnership for a Healthy Durham
Communications Committee**

December 5, 2023 @ 9:00am – Zoom/Virtual

AGENDA

Facilitator: Katie Lipe and Angel Romero Ruiz

Communications: The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

Present: Katie Lipe, Bria Miller, Catrina Lloyd, Armenous Dobson III, Ashley Bass-Mitchell, Angel Romero, Krista Kicsak, Pam Purifoy			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00-9:10	Welcome, introductions, ice breaker. The meeting minutes were approved.		
9:10-9:15	Review newsletter spotlight and committee updates schedule. December- scheduled to have SEAT and Shelisa with Access to Care.		
9:15-9:40	Planning for Social Media Workshop in January. The committee will meet January 22 at 9am due to the normal meeting time being so close to a holiday. We will have a social media workshop led by Bike Durham on social media. This is meant to be helpful to the Partnership and to members’ day jobs. Bike Durham has some questions for the committee in preparation for the training. Katie put a Jamboard link in the chat to capture the information. https://jamboard.google.com/d/1TOMINGQFEMhHSMhu_ZZtV3vC7kL2xyNWSNxipbz7p0c/edit?usp=sharing <ol style="list-style-type: none"> 1. On a scale of 1-10 how would you rate your social media aptitude/skill set? <ol style="list-style-type: none"> a. Seven (1 vote) b. Eight (3 votes) 2. Are there specific skills or tools you would like the presentation to cover? <ol style="list-style-type: none"> a. A lot of people are moving away from X or Twitter, what are people predicting will be the next major social media platform? b. Social media post scheduling tools like Hootsuite. c. YouTube vs TikTok 		

	<p>d. Best practices and what works and seems not to work</p> <p>e. analytics</p> <p>3. Do you use a graphic design program? If so, which one?</p> <p>a. Canva</p> <p>b. Adobe Photoshop</p> <p>4. What platforms would you like to learn more about?</p> <p>a. Threads</p> <p>b. Social media management platforms in addition to HootSuite</p> <p>c. TikTok</p> <p>5. If your main job is communications, how many individuals are in your department? Is communications the sole focus of your work?</p> <p>a. Only person in their office focusing on communications but it is not the sole focus of their work.</p> <p>b. The department only has one communications person and it is a huge department.</p> <p>c. Communications is her only focus and she is the only person focusing on it in her very large department.</p> <p>6. What is your biggest challenge with social media?</p> <p>a. Not enough time to dedicate to social media.</p> <p>b. Keeping up to date with new and changing trends.</p> <p>c. Knowing what content to share and when</p> <p>7. If you work in communications, do you have a way to track return on investment/metrics.</p> <p>a. An intern helped pull metrics on social media and newsletter</p> <p>b. They look at metrics, not return on investment, They use Google analytics.</p> <p>8. Any other topics or ideas to be covered by the presentation?</p> <p>a. Tips and tricks for making engaging content</p> <p>b. Any news websites or newsletters that track social media changes.</p>		
<p>9:40-9:50</p>	<p>Discuss available resource databases.</p> <p>One of the main topics when this committee started was the concern about how organizations could connect with each other. They were focused on creating databases and ways to share referrals.</p> <ul style="list-style-type: none"> • Network of Care is updated by Alliance Health. Users can search by category, zip code, etc. This is one of the largest databases. • NCCARE360 is a referral platform for patients in health and human services organizations. This is a platform where organizations must opt in. There are still different organizations that use different systems. Figuring out how to connect organizations while several use different referral platforms, has been challenging. NCCARE360 allows in-network referrals, 		

	<p>if those don't meet the needs users can search out of network. This is related to United Way's 211.</p> <p>Angel is asking if the committee should remind organizations that these networks are available and how to use them.</p> <p>Healthy Opportunities is a program provided by the state primarily for individuals who have social drivers of health. Organizations receiving funding through Healthy Opportunities are required to use NCCARE360.</p> <p>We can consider adding these to the Resource section of the newsletter and consider updating the Resource section of the Partnership's website.</p>		
<p>9: 50-10:00</p>	<p>Announcements and adjourn.</p> <p>The Mary Ann Black Health Equity Symposium is scheduled for https://sites.duke.edu/dcicoee/coee-events/mab/</p> <p>PANFA is meeting in person for their December meeting Wednesday, December 13 at 9am. Anyone from the Partnership is welcome to join. It will be at the downtown YMCA.</p>		
<p>Next meeting: Monday, January 22, 2024 at 9am via Zoom.</p>			