

Public Relations Committee Report Board of Directors Meeting, CSM 2019

**Submitted by:
Academy Staff
Academy of Orthopaedic Physical Therapy, APTA**

Committee Members and Terms:

<i>Adrian Miranda - Chair</i>	<i>2019-2022</i>
<i>Tyler Shultz – Section Historian</i>	<i>2016-2019</i>
<i>William Stokes</i>	<i>2018-2020</i>
<i>Ryan Maddrey</i>	<i>2018-2020</i>
<i>Derek Charles</i>	<i>2018-2021</i>
<i>Kelsea Weber – Student Member</i>	<i>2018-2021 (transition to professional)</i>
<i>Avery Gerstenberger - Marketing Intern</i>	
<i>Scott Davis – Board Liaison</i>	

Review of 2018 Activities:

The PR Committee Chair has worked with our Board Liaison, Academy staff, and other Academy leadership to complete our mission. Our accomplishments from 2018 include:

Member Engagement

- Completed three committee meetings
- The Academy's Facebook page has 7,823 likes, an increase from 7,583 likes at last report (September '18)
 - Growth: Increase from 5,148 likes 2 years ago
- Twitter page has 7,467 followers, up from 6,671 (September '18)
 - Growth: Increase from 3,513 likes 2 years ago
- Instagram page has 563 followers, an increase from 243 followers at last report (September '18)
- Private FB groups for EIG and SIGs continue to engage members and grow

Streamlined Social Media

- The Academy has invested in the online scheduling program called Hootsuite to schedule and post on all of the Academy's social media platforms (Instagram, Facebook, and Twitter) at one time.
 - Social Media posts have been designated weekly Tuesdays, Thursdays, and Saturdays
- The Public Relations Committee has selected members to create and share content with the Marketing Intern on research, JOSPT articles, and other information deemed valuable to our membership.

As the Marketing Intern, Avery Gerstenberger, has taken on the responsibility of coordinating social media with all of the Academy staff (highlighting conferences, Independent Study Courses, Clinical Practice Guidelines, benefits, and other memos). He also designs and creates most of the graphics used on the social media platforms.

#WhyAOPT Campaign

- The Campaign will begin at CSM and highlight specific members and why they chose to become members of the Academy of Orthopaedic Physical Therapy.
 - Interviews, Photos, and Videos will be taken at the AOPT Exhibit Hall booth throughout the week.
 - Interviewees will use AOPT branded white boards to write out why they have become and remained members.
 - This content will be posted on the Academy's social media platforms using the hashtag #WhyAOPT

45th Anniversary

- Updated 45th Anniversary logos were created by Vendi Advertising
 - Logos without the “Leaders. Innovators. Changemakers.” tagline
- Various Academy photos from the past will be integrated into social media posts throughout the year
- A 45th Anniversary Collage was created to be displayed at all conferences throughout the year

Giveaways for CSM and AOM

- Most conference giveaways include the 45th Anniversary branding
- Items include:
 - Pop Sockets
 - Luggage Tags
 - Pens
 - Beanies
 - Lip Balm
 - Adhesive Phone Wallets

Future Projects:

- Continue to consult/work on increased social media presence— still working on improving consistency of posts
- Utilize Facebook live as a way to engage with membership and the public
- Push multi-media efforts (ie. photos, videos of Section happenings)