



Social Media Workgroup

Exciting News! On 24th February, 2020, the IFHIMA Social Media Workgroup was formed!

The goal for the IFHIMA Social Media Subgroup is to enhance social media tools to improve membership collaboration and build the IFHIMA brand and image. Wide deployment of social media tools will catalyze organizational communication and support growth goals through educational opportunities and continuous professional development.

Members include Sandy Bissen (Co-Chair, USA), Sally McIntosh (Co-Chair, Australia), Deneice Marshall (Board Liaison, Barbados), Isah Rufai (Nigeria), Isaac Eyam Tegbey (Ghana), Kelsea Auguillard (USA), Emily Kiemele (USA), Elisha Dawkins (USA), Mustafa Aljarrah (USA), and Nathan Suber (USA).

A survey was sent to workgroup members on 30th March, the responses to which revealed that LinkedIn was used by all members, with most preferring this application for communication. Other social media applications used frequently by a majority of members include Facebook, Twitter, Instagram, YouTube, and WhatsApp. Responses to other survey questions indicated that these social media applications were used to login to other websites, all members used a chat application (most on a daily basis), such as WhatsApp, Facebook Messenger, Instagram, Skype, and SnapChat, and most preferred LinkedIn to engage other IFHIMA members.

The first piece of exciting news from the workgroup is that an IFHIMA LinkedIn page has been launched! The page can be accessed via the below link

<https://www.linkedin.com/company/65371411>

The first workgroup meeting is scheduled for 13th May, 2020 where the roles and responsibilities of members, as well as the next actions for the group, will be established.

If you have any queries or suggestions concerning social media, please contact Sandy (sabbissen@centurytel.net) or Sally (sallyemac@gmail.com).