

NEWS FROM THE SOCIAL MEDIA SUB-COMMITTEE

SUMMARY OF GROUP PROJECT OR ACTIVITIES – POSTED JUNE 2025

Name of Project or Activity	Description	Project Status
SCA Gala video	Promotional video for Gala 2025	Posted
Marketing for SCA University	Posts for SCA University	Posting Soon
Marketing for SCA practice bank	Posts marketing questions	Posting after SCA Meeting
SCA committee information	Posts marketing committee	In progress

SUMMARY OF GROUP MEETINGS

Date	Action Items from Meeting
1/14/25	Start creating posts, each section tasked to individual members

COMMITTEE BENCHMARKS

2024 Committee Benchmarks Status Report
<ol style="list-style-type: none"> 1. Create at least 10 original SC posts-Completed close to 10 2. Start member spotlight social media engagement, three members annually-Completed, now shifted to focusing on SCA committee spotlights 3. Increase engagement with SCA social media content. Completed, working with board on new ideas for posts 4. Create content during annual meeting-In progress

SUMMARY OF GROUP PROJECT OR ACTIVITIES – POSTED DECEMBER 2024

Name of Project or Activity	Description	Project Status
Annual Meeting Marketing	Create marketing videos, marketing posts for annual meeting	Ongoing, multiple videos posted for last meeting on website and socials, will continue for next annual meeting
Member highlight Postings	First member highlight posting created	Ongoing, goal of 2-3 per year
Create in meeting and post-meeting Postings	Planning phase	New
Social Media Policy	Determined an official policy is not needed at this time, postings to be vetted through veritas	Abandoned

SUMMARY OF GROUP MEETINGS

Date	Action Items from Meeting
4/2024	<ul style="list-style-type: none"> -Annual Marketing Videos, how to create. Consider Zoom recordings -Member highlight posts, engage Venkat from member engagement -Social Media Policy-Official policy not needed, previous draft lengthy and from medical school, not applicable -In meeting posts-consider in meeting videos or other types of posts for socials

Summary of Group Project or Activities – Posted June 2024

Name of Project or Activity	Description	Project Status
Activity 1	Create regular postings/videos for upcoming Annual meeting	Created, actively being posted by Veritas
Activity 2	Create Member highlight posts	First post created, waiting for Veritas to post
Activity 3	Market SCA University	First post created, waiting for Veritas to post
Activity 4	Create Social Media Policy	Ongoing

Summary of Group Meetings – Posted June 2024

Type of Group Meeting	Date	Action Items from Meeting
Zoom call	1/2024	Finalize policy considerations, Plan for regular postings

POSTED JUNE 2023

Social media subcommittee would like to appoint trainees to the committee. We would like to consider giving a title such as “Social Media Ambassador”. Junior members such as trainees are adept with social media and may know how to leverage social media for more engagement.

Summary of Group Meeting 1 - December 13th 2022

- Implementation of social media by laws

Summary of Group Meeting 2 - February 13, 2023

- o Participation of junior members on our committee
- o Discuss ideas for engagement prior to annual meeting

COLLABORATION

Collaboration with membership engagement committee.

FUTURE PROJECTS

- Faculty features
- History of the SCA
- Repository of Images
- Surveys

POSTED NOVEMBER 2022

Requests for Board of Directors Approval: With social media, the SCA can market to prospective and current members of all age levels. Given the SCA now enrolls Medical Student members, can we consider adding a committee members at the trainee level or even medical student age group? This demographic may be more adept with social media and understand what material to utilize.

Summary of Group Meeting 1: 4/22

Summary of Discussion: We discussed the strategy for the upcoming Annual Meeting. In this discussion, we developed a strategy to engage members on social media prior to and during the meeting itself.

DESCRIPTION & GOALS

Social media is a useful marketing tool for the SCA but is constantly evolving. It changes not only in what medium it is used but what is considered acceptable to communicate. With the utilization and oversight of the management company, we can consider further media and content to post. The committee will meet soon to discuss engaging and involving members of all levels including trainees and students.

COLLABORATION

The content which the SCA posts will need to be provided by the talented members of the SCA. This will include the Thoracic Anesthesiology group, other committees, and individual members. The social media accounts will also need to manage in real time to communicate or “like” material posted by members.

FUTURE PROJECTS

Now that the SCA account logins have been shared, there are limitless possibilities for the SCA accounts. As the Social Media utilization evolves, different social media mediums can be used including Instagram and Tik-Tok. In addition to the existing social media platforms, these sites offer opportunities for videos and media content. Some of these include:

- Faculty Features highlighting leaders in our fields
- Updates from other committees to disseminate their work
- Create a database of content to post including but not limited to interesting echo clips, Instagram stories and videos
- Surveys and polls

POSTED JUNE 2022

This subcommittee was established in 2021 under the purview of the Membership Engagement Committee. Our first meeting discussed:

- The role of the subcommittee
- Who will be posting material?
- What material to be posted
- On which platforms

DESCRIPTION & GOALS

The group discussed how social media influences our members. We have worked to obtain login information from the previous management company. The group came to a consensus on how materials will be posted with the help of the management firm. We will leverage the management companies' resources to increase engagement.

FUTURE PROJECTS

The SCA needs to offer our members a product and utilize the social media platforms to broadcast them. Content such as guidelines and recommendations can be created by other committees for release on social media platforms. We can work closely with the Membership engagement committee to understand how to engage our members.

POSTED OCTOBER 2021

Summary of Group Meeting 1: June 14th, 2021

This meeting was an introduction to the concept of a more robust social media presence by the SCA. We have room for improvement and require a structured approach to social media activity. Goals for how this will be accomplished were laid out.

DESCRIPTION & GOALS

This sub-committee is brand new and the process for how social media content is posted is still being organized. We will work closely with the marketing team at Veritas to post content that will be submitted by the committee members. The goal will be to provide twice monthly posts on topics decided by the committee. The social media subcommittee hopes to utilize DocMatter and the CME educational content created by the SCA committee. Additional considerations for content to be shared are outlined below.

COLLABORATION

The Social Media Sub-committee is closely aligned with the Member Engagement Committee as our interests are shared. The goals for the committees are to increase member and potential members' activity and consider what they seek with a membership with the SCA. Social media can help advertise what we offer and engage our members in educational content.

FUTURE PROJECTS

Twice monthly posts are the starting point to establish our initial presence on social media. Some future activities will include:

- engage the other committees to share updates to post.
- Establish content (guidelines, point-of-care, questionnaire, PoCUS topics) and publishing rules for within the sub-committee
- Surveys
- Member and fellow interviews
- create a relationship with JCVA or Anesthesia & Analgesia to share content published