

'16-'17 National Board Mid Year Updates

# Communications Director



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Emory University SOM

# Goals

- Consolidate communications workflow for marketing campaigns
- Update platforms
- Expand APAMSA marketing reach

# Consolidating workflow

- Focus:
  - Making sure what we market is consistent
  - Maximizing the relevant platforms and reach for each campaign
- Progress:
  - Increased participation on campaigns within the branch
  - More dialogue between the branch and campaign proposers to optimize campaigns for each platform

# Updating platforms

- **Non-regular listserv**
  - More dynamic and more consistent with Junior Editor focused on maintaining email campaigns
- **Broader scope for monthly newsletter**
  - Monthly newsletter refocused to longer term/bigger scope content.
- **Restructuring website content pages**
  - Network Director working to update initiative pages on website
  - The main page too ->

# Updating platforms

**APAMSA**  
Asian Pacific American Medical Student Association

Initiatives Chapters Conferences Alumni Shop About

## 01 Sep, 2016

Categories: #Frontpage, Blog Roll, Mental Health, Updates

Comments: No Comments

### APAMSA Member Feature

By Kathleen Tzan

**Contact**  
Contact Webmaster

Search

#### Join APAMSA!

**SIGN UP TODAY** to receive updates, offers, mentorship, and networking and conference opportunities from National APAMSA.

#### Recent Posts

- APAMSA Feature: Live In the Moment: A Mindful Countering of Burnout
- APAMSA National Conference 2016 – Registration Open!
- APAMSA Feature: Widening the Discussion on Mental Health
- Region IV Southeast Regional Conference Recap
- Region IV South Conference Recap

#### Archives

Archives Select Month

#### About

APAMSA is the Asian Pacific American Medical Student Association. We are a national organization that aims to address those issues important to Asian-American medical students.

### APAMSA National Conference 2016 – Registration Open!

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**APAMSA**  
Asian Pacific American Medical Student Association

About Initiatives Chapter Resources Conferences Alumni

## 2015 National Conference Recap

#### Latest News

- 2017 Region VIII Conference Recap
- 2017 Region V Conference Recap
- 2017 Hepatitis Screening and Educational Grant Recipients
- 2017 Region VI Conference at MCW Recap
- SUNY Upstat APAMSA Update

#### About APAMSA

The Asian Pacific American Medical Students Association (APAMSA) is a national organization of medical and pre-medical students committed to addressing the unique health challenges of Asian and Pacific Islander American (APIA) communities.

One part of our mission is to bring together Asians, Pacific Islanders, and others interested in the health issues that affect Asians and Pacific Islanders so that we may have a strong, collective, public and political voice. We are interested in both directly promoting the health and well-being of the Asian and Pacific Islander community as well as in helping all health care workers who work with these communities understand how to care for the Asian and Pacific Islander patient in a culturally sensitive manner. Finally, APAMSA provides an important forum for APIA medical students to meet, exchange information and experiences and develop personally and professionally.

[Read more](#)

#### President's Welcome

"We invite you to be a part of the change" President Ruyue Hu explains how you can get involved with APAMSA

[read more](#)

#### Join APAMSA

[Interested in APAMSA? Click here to learn more and join!](#)

#### Recent Features

- APAMSA Global Health March Spotlight
- Why Mental Health research is important for Asians
- APAMSA Partnership: Apply For 2017 CAMS Scholarship and Fellowship
- APAMSA Hepatitis Community Screening Grant
- 2017 APAMSA

like us on facebook follow us on twitter follow us on instagram

# Expand APAMSA marketing reach

- Organic expansion
  - More consistent content creation and distribution
    - Chapter updates, initiative deliverables, etc.
  - More types of content created
    - Holiday celebrations
    - Videos
    - Initiative featurettes
- Paid expansion
  - Using advertising on social media

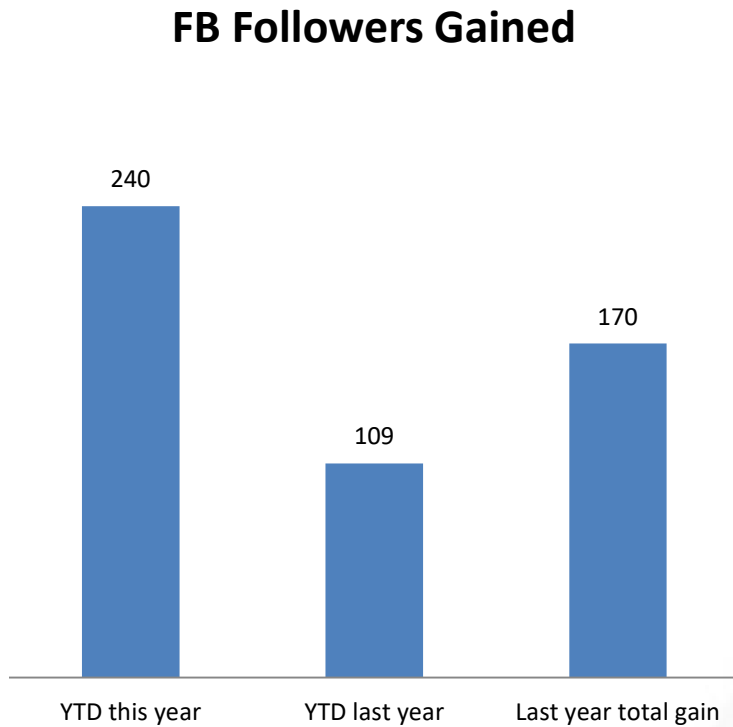
# Expand APAMSA marketing reach

- Effect in social media reach so far:

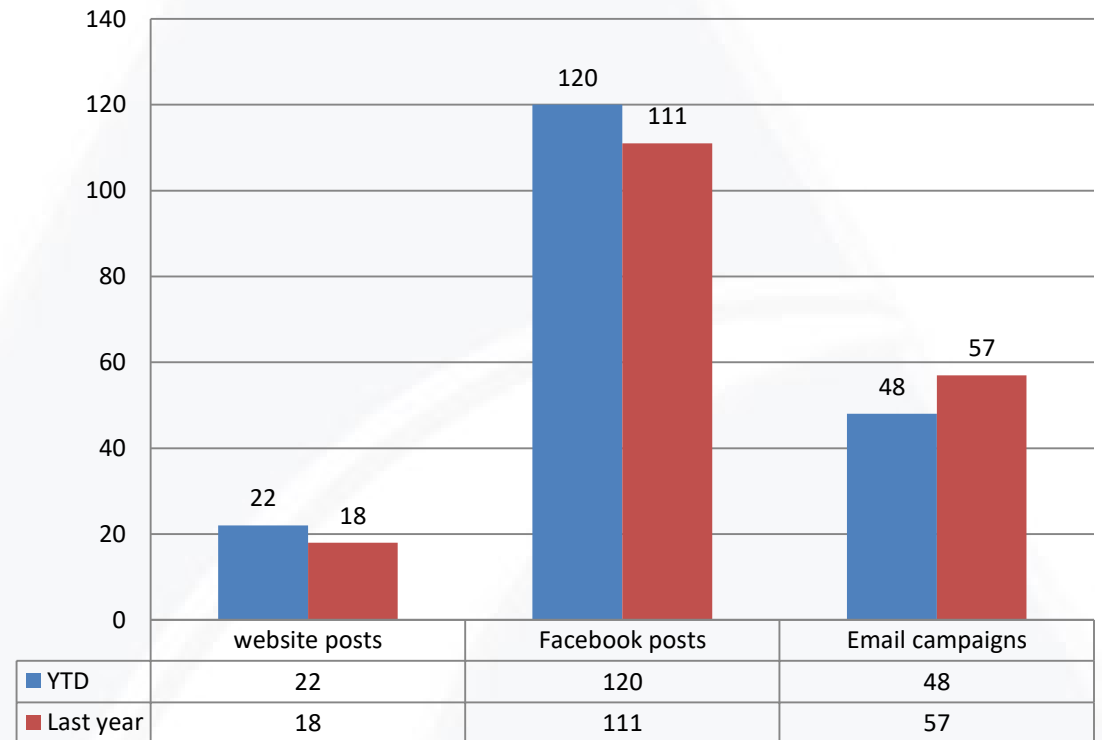
Facebook Stuff	YTD	YTD last year
Gains in likes	240	109
avg daily reach	514	194
# days reach above 500	51	13
#days reach below 10	56	83

# Expand APAMSA marketing reach

- Overall growth



- Content creation

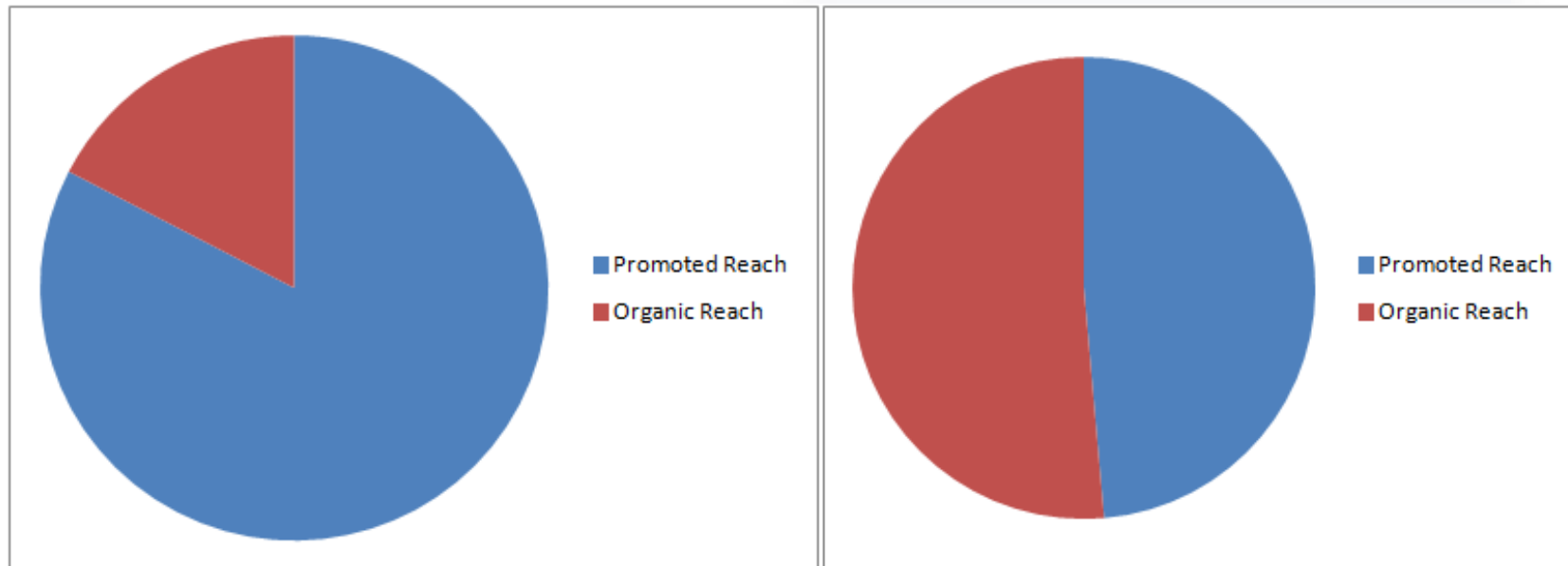




# Expand APAMSA marketing reach

## Advertising

- Experimented with Facebook advertising
- Trying to see most effective way to spend the money
  - Region VIII conference announcement vs LNY video promotion



# Questions?