

Greater Kansas City MGMA Ad Hoc Social Media Committee Minutes

Carolyn Baruch, Chair Zoom Meeting -Wednesday,
March 2, 2022 -Recorded

Attending: Carolyn Baruch, Roxanne Rabich, Melissa Smith, Amy Burke, Annie Alexander, Merry Mullins,
Jessica Palmer

Absent: Jennifer Caswell

Carolyn opened the initial meeting of the Social Media Committee for GKC MGMA at 12:01 pm on March 2, 2022. She welcomed everyone and thanked them for their willingness to assist in this new adventure. She asked for each committee member to introduce themselves, say where they work and share what platform(s) they are familiar with.

Carolyn: Owner of The Highland Group and the Form Team, joined GKC in 2003.
Roxanne: IT support Umbrella, joined GKC back in the day as a Practice Manager.
Merry: 32 years history with GKC, Owner of Healthcare Management Experts.
Amy: Owns AB Marketing, Medical Marketing Advisor.
Melissa: Quality Assurance Coordinator at Northland Family Practice.
Annie: Owns CiBR Solutions – Revenue Cycle Management company.

Carolyn, II	Facebook , LinkedIn	Roxanne, II	Facebook, LinkedIn
Merry, I	Facebook, LinkedIn, TikTok	Amy, II	TikTok, Facebook, LinkedIn
Melissa, I	Tick Tok , Facebook, Snap Chat, LinkedIn	Annie, II	LinkedIn, Facebook
Jess, ED	Facebook, LinkedIn , Twitter		

Carolyn asked Jessica to explain what she's created on social media thus far and how the reinstated committee structure can help. Committees allows members to get actively involved and help GKC grow; find new ways to involve the KC medical community; gain new ideas; engage members to assist in meeting our mission for Kansas City; connect with members and the KC community; the committee divides the work up and more gets done. She created the GKC Facebook, LinkedIn and Twitter accounts with the help of a UMKC intern to give organization a presence on social media. She posts upcoming monthly events and welcomes new connections on LinkedIn and adds some herself.

Jess also said there is much that can be done by members who really know how to use social media (Facebook, LinkedIn in particular). She did not set up Instagram and never used the Twitter account but it is still set up. Hopefully the committee has a better understanding of how the various social media platforms work.

She mentioned it is time to restructure and the board will be working to rework and broaden the scope of GKC and change the organization's mission and vision statements, and our goals. Social media is important to recommit ourselves toward outreach, expand awareness of GKC in our area, find new members and have people that can respond quickly and often.

CAROLYN: Mentioned that the Board identified 4 things to set as initial goals. One of the major visions is to use social media more. The Board is taking the lead on several new initiatives, and beginning the process to change and expand the focus of GKC to meet new needs. She said Jess and herself will take lead on things. Not aging out of association but keep it exciting. Social media reaches out to many in our area.

Ideas on how to proceed

Carolyn: Come up with a plan and strategy. How to use Social Media for the association.

- 1 Start with developing the Board's steps (1-4) to build the association. Need a plan to do our best, talk about our target audience, what kind of posts to use on what platform(s), who will post and how often.
- 2 For Social Media, we need to consider all segments of people. We have a great group of smart people to utilize and continue to serve, along with targeting more to Millennials.
- 3 (Attached: 2 articles on Millennials and one on utilizing Social Media for Non-Profits)

Discussion on Committee Meeting

Carolyn asked about meeting options for the committee, suggested meeting using Zoom meeting and via emails, record meetings all the time and send to those who were absent. Everyone felt meeting once a month on the first Wednesday at noon was doable when Carolyn offered this option. Send ideas to Carolyn as you think of them and she'll add to agenda.

Brainstorming Session:

Carolyn asked everyone to send an idea to post to the association. Jessica noted that members are sharing her posts on events, especially a few board members (it is working well). We need more of this!

- Turn website events/posts into Social Media posts.
- Attract new members on Facebook.
- Ask all members to be more active on social media.
- Add articles from the monthly GKC CONNECT news issues.
- Do a teaser to check out something for GKC, with a website link to see more.
- Views – use certain words – #leadership, #education, hashtags, etc.
- Engage with us and see what we are doing.
- Add news issue link on LinkedIn.
- TikTok. Promote using video of skits for conference.
- Create a skit for each luncheon for conference. Catch your attention. Crazy stuff.
- Statistic: 80% posts should be entertaining, inspiring, informative, 20% promotional posts.
- Do a Tick Tok video for events, board, etc.
- Interview members, longtime/new – video interview similar to the My MGMA Story.
- Take pieces of news issue to put out weekly. Content is the hardest.
- Something philanthropic for the greater good (medical or world – see Charity section below).
- Articles from the president in newsletter, put parts on Social Media.
- Jess will keep posting events on LinkedIn and committee will share, comment, or like them.
- Something similar to state Friday Focus question. Title ideas for days of week: Motivational Monday – Tuesday Testimonials, etc. Create humor on LinkedIn/TikTok.
- Experts on topics on speakers for universities. Medical schools, not using business savvy members. Speakers' content could be repurposed for social media.

Charity

Entire membership contributes in helping by volunteering time, as a group-instead of GKC providing a monetary donation. Support a group like AAPC. To put in newsletter / social media. Heart to Heart - Looking for help. Medical -JDRF -ADA group. We normally give a monetary figure to the charity at a meeting. A vote is required to approve whatever amount the board deems appropriate. We invite a spokesperson from the winning charity to speak at a meeting for 15 minutes and receive the donation in person.

Options from past years

Past Charities GKC and NWMO: Rose Brook (most recent) JDRF -charter, diabetes, Kansas City Free Clinic, Hope House, Sunflower House (protecting children from abuse). Children's Miracle Network, Healthy Families, Children's International, Big Brothers Big Sisters of KC, Mother's Refuge, Harvesters: The community Food Network, The Children's Place, City Union Mission, Heart to Heart International, SAFEHOUSE, Turner House Children's Clinic (uninsured/underserved children), United Way of GKC.

Ideal Avatar

Marketing focus on "ideal avatar" (our ideal customer profile) for consistency will outweigh anything. Repurposing our content/forum and focus messaging to that ideal avatar group. Best to have just one ideal avatar but may not be entirely possible for GKC. Algorithms are always changing. We need to know our analytics/demographics/age for our ideal avatar. Don't post randomly – be consistent with all these. Stay focused on this consistency. See from the back end and watch it to see if it's working. Ideal to create a content calendar of next 90 days.

Marketing

Carolyn said the purpose of this initial meeting was to brainstorm and come up with a plan. Ideas are endless. Request: Please send Carolyn an idea for a post that would be a good to put on any platform. Also, ways to entice more people to join this committee.

Discussion/ideas

Look at dental, chiropractors, college students, speaking at colleges. Target audience. Send any ideas you think of to Carolyn. What are the favorite things to post right now?. We have a category for students. We have so many experts who could speak to college classes for medical student. Do a screen shot of meetings and post it on LinkedIn (Carolyn did this right after meeting!) and Facebook. Show community we are active, proactive, engaged.

Wrap Up

Once we know more of what our plan is, Carolyn said we can get more to join the platforms and share our posts. We all need to bring new people in and Business Partners back in. Short discussion on shifts in health-care environments: hospitals buying private practices and lots of changes affecting healthcare. Reminded that the Board is looking at revamping our focus. Engage all members and encourage them to join the platforms and spread the word – Come up with content and spread it. Be real and authentic. What are they wanting and needing? What would you like to see? Survey everyone for feedback and turn that in to content!

Carolyn thanked everyone for this hour, is excited and happy that we developed lots of ideas. Next meeting is April 6 at Noon – 1pm -send ideas for a post and make ideas real and we'll start coming up with a plan. Send ideas to me and Jess.

She closed the committee meeting at 12:59 pm.

Note from Jessica: (FYI: TikTok is a Chinese company for videos – now being looked at for negatively impacting teens and children).