

Greater Kansas City MGMA

Ad Hoc Social Media Committee Minutes

Carolyn Baruch, Chair
Zoom Meeting - Wednesday, April 6, 2022

Attending: Carolyn Baruch, Jennifer Caswell, Amy Burke, Merry Mullins, Melissa Smith, Jessica Palmer

Absent: Roxanne Rabich, Annie Alexander

Carolyn opened the Social Media Committee meeting at 12:03pm on April 6, 2022 by welcoming them. Amy and Jennifer introduced themselves as Jennifer was absent last meeting.

Carolyn asked if anyone had taken an idea developed from last month, and already put into action any of those ideas?

- Melissa noticed a Billboard on I-35 for a possible publicize idea. In discussion Carolyn said she found a place, Remnants Billboard, that was cheapest but not generally had good placement or visibility.
- Amy commented she would not recommend this idea as its not a good use of a marketing budget; that the return on rate for billboards are hard to capture. Carolyn said a lot better option was digital way to advertise.
- **Today's focus is to solidify actual work:**
We can start with our ideas and at the same time keep the committee in line with the board's focus and direction. Carolyn said we could get the process started and be productive. She suggested the committee start with LinkedIn as the best focus for GKC. It is already growing, and we can add to it to expand it with even more posts.

Requests for committee members:

- Review your profile, description and profile photo, experience, all descriptions to update if needed.
- Search for the GKC MGMA page (send a connection request, if needed).

- View who is connected to GKC page and send a connect request to people in the organization that you're not connected with.
- Amy asked about the number of current connections: Jessica said just under 500 – started at zero a few years ago.
- Jess noted she was recently has been receiving lots of LinkedIn connects from nonmembers, and wondered if committee was already moving!
- **Discussion:** report back how many connections you make to Carolyn. Melissa said she used her own hashtag: #I Am GKC MGMA. Carolyn said this should not be time consuming. Grow our connections so they see the progress we are making. We all know how Social Media works.
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Steps for today's meeting:

Developing a plan to get us started and start the process. Solidify and keep in line with Jess' posts on LinkedIn for meeting, speakers, and expand on it. LinkedIn best focus to start the process and add to it. See below for details of monthly plan.

Hashtag Discussion: Amy talked about hashtags and said to find something and be consistent. The Key! With LinkedIn – use no more than 5 hashtags per post. Use three that are similar – Keep the same hashtag - have 3 that are all the same for all of our posts. Use broader ones too – that's okay.

Decision: With Jennifer's below suggestion, the committee decided to use only these three based on Amy's comments going forward: #GKCMGMA #MGMA #GKC.

Amy added that we should service our practice/company to add hashtags for them. It's important to market/service yourself at the same time (on a personal level). Add some for your practice/company. Teamwork, networking, education, and leadership. Goal: Be consistent!

Posts: Carolyn said to send any posts to Jess (and CC Carolyn) to post on GKC's LinkedIn. Jessica will add graphics if you don't have one, but send one if you can. Share those as well on your own feed - personal and business LinkedIn pages.

Go into the GKC page occasionally - you may not see every post. See if Jess has

posted.

Amy suggested to be sure to check notification settings. You should get notifications each time a post is made.

Carolyn suggested to pick a time slot in the week to check the GKC page, to not miss anything.

This does take a time commitment for the committee.

Topic to post each month – Identified the topics to work with through this year. Each member will determine which of the topics they would like to tackle and pick a month. Once a week send to Jessica and Carolyn. Jessica will post on LinkedIn –Jess finds a photo or image.

Send any creative ideas you think of to Jessica and Carolyn: we can talk about it before posting. Jessica requested that you send your post weekly, rather than all four at once. She will post soon after receiving from you each week so they don't get lost in her email.

Jessica will post relevant special health days that are on the calendar. Jessica will put what our topic is for the month in the newsletter and encourage members to go on LinkedIn to read, like, share, etc.

Merry suggested that those of us going to MO MGMA conference in May should get a picture to post - great idea!!

Amy suggested we post during business hours, so send your posts to Jessica during the day if possible.

With each monthly topic, feel free to expand on it and put your own spin on the topics.

April – LEAD: Amy Interview 3 members (one a week): Why did you join GKC? – text/video, templated questions (short clips), asking a few questions, include picture (if Jessica has), get to know our members. Putting a more creative spin to this.

May - LEAD: Melissa What are the challenges in current Medical Practice Settings? (One challenge per week)

June - LEAD: Jennifer You don't have to fare alone - we are by your side. (one-way GKC can help you each week)

July - LEAD: Annie Times have changed. Keeping our dedication to help you thrive hasn't. (one way each week that we are keeping up with the times at GKC)

August - LEAD: Melissa How do we thrive when regulations and industry change? (One

challenge or change each week that managers face)

September - **LEAD: Roxanne** Promoting October Conference (one unique post each week)

October - **LEAD: Merry** Experts supporting Experts (one example each week of a member helping another member)

November - **LEAD: Carolyn** Screen shots of meetings, promoting work being done (one per week, can get from other committees too)

December – TBD

JESSICA: - Will continue to add news issue link on LinkedIn. Healthcare special calendar days and international days are being listed in monthly newsletter issue- started in April. Jessica will focus on these dates and post each month on LinkedIn as well as in Newsletter.

Final discussion:

Carolyn asked the leads to send Jessica their topic to cover for their month, she can find an article quote, photo or image to create something from the committee in news issues. Send to Jessica at first of the month. Jennifer suggested a platform like Hoot Suite for the committee/administrator of page to automate posts. Easier for us to do in the future, not right now due to cost. LinkedIn doesn't have a back end yet to do this. Best to wait. Carolyn ended the meeting with parting words: Excited to start doing something!! It was a productive meeting, we've started doing something positive for our organization and I appreciate all your input and help!

Change Date for May SM Committee Meeting:

Moved to Wednesday May 11th 2022 at noon. (Zoom meeting has been updated) Change due to conflict with MGMA Annual conference

Carolyn closed the committee meeting at 12:49pm. See you next month!