**Social Media Working Group Meeting Agenda**

| **Agenda**  | **Date:** | Mar 7, 2018 | **Chair:** | Vidya SunilModerator Code: 20746272# (VS) |
| --- | --- | --- | --- | --- |
| **Time:** | 11:00 a.m. – 12.00 noon |
| **Call in details** | Local: (416) 850-2050Toll-Free: 1-866-261-6767Participant Code: 63007749# |

| **Members** | **Attendance** |
| --- | --- |
| James Macintosh | City of Hamilton Public Health Services |  |
| Vidya Sunil | HKPR District Health unit |  |
| Jasantha Naidoo | Durham Region Health Department |  |
| Jordan Robson | Algoma Public Health |   |
| Erica Clark | Huron County Health Unit |  |
| Hilary Caldarelli | Oxford County Public Health & Emergency Services |  |
| Adam Stevens | Brant County Health Unit / website committee representative |  |
| Saamir Pasha | Windsor Essex Health Unit |  |
| Zeinab El-Masri | Cancer Care Ontario |  |
| Jessica Deming | Region of Waterloo |  |

|  | **Agenda Item** | **Key Discussion Points** | **Conclusion or Action Items** |
| --- | --- | --- | --- |
| 1.0 | Approval of agenda/additions | New member Welcome |  |
| 2.0 | Review of action items from last meeting | Zeinab to share CCO reports, all to review the report for metrics to be identifiedSaamir to share his R code and resources for creating the word cloudExec member to receive twitter email requests? |  |
| 3.0 | Social Media Strategy | * 1. Scheduling

Vidya to Jasantha for month of March1. Twitter events Calendar
2. Metrics to include in quarterly review

procedural - each month, person managing @theAPHEO account will change the email account associated with @theAPHEO to their work email address. |  |
| 4.0 | List of accounts to follow during the month | * Add individuals?
* Add journal accounts to list for consideration?
* Others?
* Missing health units or LHINs?
 |  |
| 5.0 | Twitter Analytics for January | * Screenshot below. Word cloud?
* Any tips to share/discuss
 |  |
| 6.0 | Next meeting date | * April 4th, 2018 at 11:00 a.m. to 12 p.m.
 | Jasantha to chair |
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