

# ANZAED Social Media Committee Update for Annual Planning Meeting

*Prepared by Olivia Carter, Social Media Committee Chair, February 2016*

## ANZAED Social Media Committee Report March 2015 – March 2016

- ANZAED **Facebook** site (est. March 2014) – *promoting a range of ANZAED events (conferences, workshops, webinars), other relevant eating disorder-related events, resources etc. (non-ANZAED eating disorder workshops, PD etc.), research, media articles etc.*
  - 735 'likes'
  - 302 posts (averaging 4.4/week)
  - Weekly total reach (via people's newsfeeds) = 5989 → 300% increase from August 2015
  - Weekly engagement (post 'likes', comments, shares, clicks) = 486 → 290% increase from August 2015
  - Most popular posts have been those in which we summarise and critique an article from the media
  - ANZAED Facebook content is unique in variety when compared to other similar organisations (Butterfly, AED etc.)
- ANZAED **Twitter** site (est. May 2015) – *a different forum for promotion (same as above)*
  - 62 followers
  - 245 tweets (averaging 6.9/week)
  - Weekly 'impressions' = 1675 (week starting 08/02/16) → 300% increase from August 2015
  - May be less 'popular' form of social media with ANZAED members due to the target demographic
- Introduced the use of the **conference hashtag** (#ANZAED 2015) and live-tweeting during the Gold Coast conference
- Social Media **promotion** of conferences, workshop series, webinars etc. to support other ANZAED committees
- The **NEDC e-Network** relaunch prepared for beginning mid-February 2016
- Created a new **Terms of Reference** document
- Updated the committee **Policies and Procedures** document
- Recruited **5 new members** to increase the size and diversity of the committee
- Review of ANZAED **member perceptions** of the Facebook site via **survey** (February 2016)
- Discussed a number of possible **new projects** for the coming year

## Review of ANZAED Social Media Project Officer (Scott Griffiths)

Scott has been a valuable asset to the SMC and has demonstrated an ability to work both independently and collaboratively, as required by the committee, to maintain the running of ANZAED's social media forums while contributing to other committee projects, and to take on feedback as necessary. He is well networked with other professionals in the field of eating disorders, has an aptitude for sourcing interesting and relevant articles for our social media sites, and has a great editorial style in his summaries of posted articles. His work as a paid officer has allowed the SMC to continue focusing on broader issues relating to the overall development of ANZAED's social media presence while the sites themselves continue to be well maintained by Scott. Based on a review of the position description and past reports, in collaboration with Jeremy, the SMC propose the extension of Scott's role as Social Media Project Officer, to be reviewed at 6-month intervals, in order to maintain the quality of ANZAED's (now well-established) presence on social media. We believe that the visibility and engagement fostered by the social media sites helps to make people more aware of ANZAED as an organisation, and thus supports us in working towards the organisation's goals, in particular those relating to facilitating communication, promoting understanding, and advocating on behalf of those living with and working in the eating disorders field.

## ANZAED Social Media Committee Goals for March 2016 – March 2017

- ANZAED **Facebook** site – continue to increase likes
- ANZAED **Twitter** site – a different forum for promotion (same as above)
- Further promotion of the **conference hash tag** and live-tweeting during the annual conference at Christchurch
- Increased Social Media **promotion** of conferences, workshop series, webinars etc. to support other ANZAED committees + increased **communication** with other committees to support their projects via social media (particularly through the newly established Communication Committee)
- The **NEDC e-Network relaunch** to be completed in June 2016 at which time this project will be re-evaluated in conjunction with the NEDC and a decision will be made regarding continuation
- Development of a brief "**resource page**" for consumers who may access our social media sites and then want to seek further support for an eating disorder or general mental health problems; providing referral on to other services/websites at both a national and state-based level
- Investigation re. a conference phone app for use at future conferences
- Preparation for National Eating Disorder Day of Action

## ANZAED Social Media Committee Budget Proposal for 2016/2017

- Continuation of Social Media Project Officer Role to maintain the ANZAED Facebook and Twitter sites, along with facilitating the NEDC e-Network, and other ongoing projects
- Contract to be reviewed at 6-month intervals
- 52 weeks at 8 hours per week; \$40/hour + 9.5% superannuation
- \$320/week + \$30.40 (superannuation) → \$350.40/week → **\$18,220.80/year**
- Possible reduction to 6 hours per week → \$240/week + \$22.80 (superannuation) → \$262.80/week → **\$13,665.60**