FLORIDA SOCIETY OF MEDICAL ASSISTANTS
REPORT OF COMMUNICATIONS COMMITTEE
January 26, 2013

This Committee met all responsibilities assigned and initiated effort to continue the information exchange and resource access for the membership.

The objective at all times for this committee is to create, maintain and support an atmosphere conducive to information exchanges as well as maintain easy access of all resources for members and the public.

The media vehicles of eNews, Facebook are constantly being upgraded and updated for current information as well as utilization of methods to increase interest. Additionally, these social media methods are always seeking ways to promote and celebrate the members and their accomplishments.

The official FSMA website Chapter information was reviewed by Chapter Presidents and updated by webmaster Mary Lou Allison, CMA-C(AAMA). The webmaster also placed all information for the Winter Seminar on the front page of the web in a timely manner, as well as the dates and location of the Annual Seminar. The review for updates and additions is an ongoing task being accomplished by the webmaster with recommendation from committee, Council and other sources.

The eNews is being formatted for read ease on mobile apps, the winter seminar was promoted in several editions to all members, school programs as a collaborative with Marketing. A Student Club block is also in the start up phase. eNews editions were forwarded to the Officers for review prior to distribution in accordance with protocol.

President Elect Jozefiak forwarded the new CMA listing to this Chair, and a special edition eNews notice will be forwarded and contact member roster checked to assure inclusion. To be noted, the new CMA non member continues to be higher than new CMA member. As stated the list is checked and a special code indicates non member.

Facebook page remains underutilized by Chapters and members; researching methods to improve "likes" and interaction.

Respectfully submitted,

Betty Springer, CMA-C(AAMA) Chair
Mary Lou Allison, CMA-C(AAMA) Webmaster
Virginia Halligan, CMA(AAMA) Member
Judy Seymour, CMA(AAMA) Ex Officio