

1 OREGON SOCIETY OF MEDICAL ASSISTANTS
2 Communications Committee
3 Year End Report
4 For Period Ending May 2022
5

6 The primary duties of the OSMA Communications Committee are:

- 7 • To manage the OSMA website: www.onlineosma.org, the OSMA Facebook pages, and
8 any other social media (Linkedin, Twitter) if added
- 9 • To manage the inquiry line email (info@onlineosma.org) by responding to messages or
10 forwarding messages to the appropriate OSMA Board member within at least 15 days.
- 11 • To prepare an annual postcard, containing dates and locations of all OSMA events for the
12 next calendar year, to be distributed to all members of OSMA via USPS during the last
13 week in December of each year.

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15 The OSMA Communications Committee Chair has attended the following meetings:

- 16 • Summer Quarterly Board Meeting – 7/24/21
- 17 • Fall Quarterly Board Meeting – 10/9/21
- 18 • Winter Quarterly Board Meeting – 1/22/22

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20 All updates to the OSMA website have been made in a timely manner in coordination with
21 Spinnest Marketing, with President Purdy assisting when Committee Chair was unable to
22 facilitate promptly.

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24 Committee Chair has increased activity on the OSMA Facebook page starting in October. Since
25 that time, the OSMA Facebook page has grown the “page reach” (number of people who see our
26 posts) by 1100% over the previous period, and the number of “page likes” has grown by 243%
27 over the previous period, bringing the current page like count to 739. Individual chapters have
28 seen an increase to the number of out of state AAMA members attending their educations since
29 OSMA started sharing education flyers on the OSMA Facebook page. An active OSMA
30 Facebook presence is proving effective in increasing engagement with membership.

31
32 The annual postcard mailing project was successfully completed. The annual postcard project
33 was managed by Joyce Garibay, CMA (AAMA) who generously donated her time to this
34 committee, as she has year after year, helping to keep membership informed on important
35 upcoming events. This Team Chair thanks Joyce for her time and effort around this project.

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37 Committee Chair would like to thank President Purdy for the opportunity to serve and for the
38 mentorship and patience allotted to Committee Chair by President Purdy and the Executive
39 Board.

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41 Andrea Erickson, CMA (AAMA)
42 Communications Committee Chair 2021-2022

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44 Team Members

45 Kathy Keating, CMA (AAMA)