

1 OREGON SOCIETY OF MEDICAL ASSISTANTS
2 Report of the Communications Committee
3 Quarterly Report- Fall 2022
4 October 8, 2022
5 Hybrid via Zoom & Sacred Heart Medical Center, Springfield
6

7 The responsibilities of this committee include:
8

- 9 1. Be present at all OSMA Board Meetings
- 10 2. Communicate with the Executive Board between OSMA Board meetings to review
11 information to be posted on the OSMA website, OSMA Facebook page, and any other
12 society social media established in the future.
- 13 3. Work directly with the current webmaster (Spinnest) to get items posted in a timely
14 manner to the OSMA website.
- 15 4. Encourage participation of Officers, Team Leaders and Members on the State and
16 Chapter level
- 17 5. Filter all information to be posted on the OSMA website through the OSMA President
18 and President Elect for approval.
- 19 6. Seek updated ways for OSMA members to communicate by social media.
- 20 7. To prepare an annual postcard, containing dates and locations of all OSMA events for
21 the next calendar year to be distributed to all OSMA members via USPS during the last
22 week in December each year.
- 23 8. To manage the inquiry line email (info@onlineosma.org) by responding to messages or
24 forwarding messages to the appropriate OSMA board member within at least 15 days.
- 25 9. Submit a Year-End Report of the Team's activities to the Vice Speaker for inclusion with
26 the General Assembly Reports
27

28 The OSMA Communications Chair was unable to attend the Summer board meeting held on July
29 23, 2022, however, upon review of the minutes, collaborated with pertinent parties to gather and
30 compile the needed updates for the OSMA website that were noted in the Summer board meeting
31 minutes and submitted the updates to Spinnest to update the OSMA website accordingly, as well
32 as updating the OSMA Facebook page with the same content, as appropriate. Additional
33 requested website and Facebook updates have been completed within a reasonable timeframe.
34

35 The OSMA Facebook page growth has slowed, although “likes” have still increased from 739 to
36 785 since the year end communications report submitted in May 2022. Our overall “reach” or the
37 number of people who saw any OSMA posted content on Facebook has increased, largely due to
38 individuals and other societies sharing educational event related posts. Chair Erickson
39 encourages our Board Members who are active on Facebook to share OSMA page posts with
40 their network to further this reach and engagement.
41

42 Communications Chair Erickson will connect with OSMA Board Member Joyce Garibay on the
43 annual postcard project to confirm her continued willingness to coordinate this project and help
44 with graphics creation, as OSMA Board Member Garibay has historically managed this project
45 generously and competently.
46

47 Committee Chair would like to thank President Chambers for the opportunity to serve, Past
48 President & Public Affairs Liaison Purdy for managing the inquiry email account, and the
49 patience and collaboration of the entire OSMA Board to help keep our membership up to date
50 with our Organization's news, educational opportunities, and other relevant content.

51

52 Andrea Erickson, CMA (AAMA)
53 Communications Committee Chair 2022-2023

54

55 Members:

56 Alexis Holcomb, CMA (AAMA)
57 Johnny Adamson, CMA-AC (AAMA)