

# COMMUNICATION, PR, AND MARKETING COMMITTEE CHARTER

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## MISSION

To support ASAHP's growth by promoting ASAHP's impact and the accomplishments of its current members.

## DELIVERABLES

1. Create ASAHP communication and marketing plan (primary focus in first year)
2. Create and implement membership diversity and growth plan
3. Upgrade and improve social media presence
4. Create publicity plans to promote ASAHP members
5. Improve search engine optimization

## MEASURES OF SUCCESS

1. Communication and marketing plan created and implemented by...
2. Membership growth plan implemented by...
3. Social media upgrade plan implemented by...
4. Promotion and publicity plan implemented by...
5. SEO plan created & implemented by...

## PRIORITIES FOR EXECUTION

### 1 Develop Marketing Plan (primary focus in first year)

1. Recruit committee members with marketing experience to help develop a marketing plan
2. Hire outside consultant to help develop marketing plan
3. Establish Marketing plan budget
4. Define ASAHP brand/what ASAHP wants to be known for
5. Develop specific brand messaging
6. Develop communication plan for members
7. Develop communication plan for non-members/potential members
8. Develop elevator speech for members/non-members/potential members
9. Communicate the strategic plan through Webinar

## PRIORITIES FOR EXECUTION

### 2 Membership Growth Plan

1. Identify growth target
2. Identify target list of potential members (universities and employers)
3. Identify target list of potential healthcare organizations (broader representation for ASAHP)
4. Create sales/"benefits of ASAHP" plan for each potential member group (highlight success of current members)
5. Create outreach strategy for each potential member group
6. Implement growth plan

### 3 Social Media

1. Determine social media objective/goal (what do you want to accomplish? Who do you want to reach? How often will you post content?)
2. Define/update brand messaging for each social media channel to match objectives/goals (FB, Twitter, blog, newsletter...)
3. Determine content to be shared on each channel (ASAHP content? Member content? Both?)
4. Launch social media plan
5. Track engagement of social media strategy
6. Promoting Webinar series

### 4 Promote Members

1. Develop a process to capture member's accomplishments
2. Reach out to members for news, achievements,
3. Create promotions strategy (website, social media, print)
4. Implement promotions strategy
5. Track engagement

### 5 Search Engine Optimization

1. Determine current state of ASAHP SEO (how searchable is the ASAHP website/content, how relate to competitors/other member organizations)
2. Determine target audience(s)
3. Create key word plan
4. Create plan for mobile search
5. Create plan for desktop search
6. Execute SEO plan
7. Monitor results and update SEO strategy as needed