SECTION I: 2016-2017 CHARGES

The Editorial Advisory Committee was charged as follows for the 2016-2017 reporting period:

- The Editorial Advisory Committee shall publish a professional Journal to be used as a resource to the MPhA membership and the pharmacy community at large in regards to all topics related to Minnesota pharmacists and issues. The journal shall include articles which provide: industry updates, education, best practices and ideologies, legislative updates, and proposals which have an effect on the practice of pharmacists and pharmacies.
- Monitor and consider strategic changes to increase visibility and utility of MPhA communications
  - Review and consider implementing suggestions coming from member surveys as appropriate
- Forwarding suggestions and leads to staff on website advertisers, Journal advertisers.
- Provide input and review of weekly Small Doses e-newsletter.
- Advise and participate in the development of content for the MPhA website.
- Identify ways to promote pharmacy practice or MPhA to outward facing publications

SECTION II: 2016-2017 DELIVERABLES

The Editorial Advisory Committee was asked to make progress on the following deliverables for the 2016-2017 reporting period:

- See MPhA operational plans for communications & publications schedules
- Submit two articles to outward facing publications
- Final Report to the House of Delegates – May 5, 2017

SECTION III: REPORT OF COMMITTEE ACTION AND PROGRESS ON DELIVERABLES

The Editorial Advisory Committee respectfully submits this final report to the House of Delegates for the 2016-2017 reporting period:

*Minnesota Pharmacist* quarterly publication. This publication continues to be distributed electronically exclusively. Back issues are also available on the MPhA website. The advantage of the exclusive electronic distribution method is that we can track the addressees’ views and click-backs. Views and click-backs are markers for members’ interest and engagement. For example, the 2017 winter issue of *Minnesota Pharmacist* was sent to 1568 members and non-members on 2/2/17. It had received 1058 views and 6588 click-backs as of 5/4/17. The past year’s publications have focused on highlighting innovative members and practices, student and resident projects, national and state legislative and legal updates and providing updates about the important work being carried out by MPhA.
MPhA Mission: Serving Minnesota pharmacists to advance patient care.

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MPhA website. We continue to identify ways to make the website more user-friendly and intuitive. We continue to work collaboratively with other committees to ensure that MPhA events and MPhA-related news are posted on the website in a timely manner and are relevant to members’ interests. One way that we continue to add fresh content to the site is to choose one article from each issue of Small Doses to add to our Latest News section on the website.

Small Doses weekly newsletter. Small Doses continues to publish weekly and a draft is reviewed by committee members prior to electronic distribution. There is a more structured timeline so that distribution can occur regularly on Fridays. It is likely that not every entry in the newsletter is reviewed in depth by the committee; however, there have been more recommendations and items to include in the newsletter this past year than in prior years. Like Minnesota Pharmacist, Small Doses weekly newsletters are also distributed electronically exclusively. As a result, we are also able to collect helpful data analytics such as views and click-backs on specific topics or issues. Through data analytics collection, we have learned that our best engagement seems to happen when the subject line is specific to MPhA members or to Minnesota issues, although emails with federal agency news also generated good engagement.

SECTION IV: ISSUES ADDRESSED BY THE COMMITTEE OUTSIDE OF STATED CHARGES

In addition to the stated charges, the Editorial Advisory Committee addressed the following issues/topics raised during the 2016-2017 reporting period:

Social Networking: The Editorial Committee and staff focus efforts on three platforms: Facebook, LinkedIn, and Twitter.

Facebook (Minnesota Pharmacists Association): Since the last reporting period, the MPhA Facebook page has gone from 709 to 770 followers. We have consistently observed a large spike in mid-February around Pharmacy Legislative Day. Specifically, for the time period between February 9 and March 8, 2017, we reached over 5,000 people via our Facebook page. Facebook now allows organizations to compare themselves against other organizations in terms of engagement. In this aspect MPhA, with 802 likes, is currently behind the University of Minnesota College of Pharmacy (over 3000 likes) and pharmacist associations of neighboring states (over 1000 likes for Iowa or Wisconsin) but is ahead of the Minnesota Grocers Association (88 likes) and the Minnesota Society of Health System Pharmacists (282 likes)

LinkedIn (MPhA – Minnesota Pharmacists Association): Since the last reporting period the LinkedIn group has gone from 448 to 504 members. On average, we put up a post on our LinkedIn group 2-3 times per month. Generally speaking, we observe that people check their LinkedIn account less frequently than users on Facebook and Twitter.
Twitter (@MinnPharmAssoc): Since the last reporting period, Twitter followers grew from 166 to 346. We tweet/retweet almost every week day. Although Twitter is the social media platform with the lowest engagement by members, many of our followers are other pharmacy associations (state and national), pharmaceutical companies, and other influencers. The most recent period that we examined is the 28-day period ending on March 9, 2017. In the previous 28-day reporting period, we earned 1,700 impressions compared to 2,600 impressions this period. The most recent 28-day period included tweets related to Pharmacy Legislative Day and to federal legislation related to pharmacy. We are beginning to follow Twitter accounts of policy makers at both federal and state levels. We will share this information with Public Affairs Committee, as we believe this is a useful tool for our association’s advocacy work.

Privacy Policy for Members: The hosting company for MPhA website and Association Management System is YourMembership.com. While YourMembership.com has a privacy policy confirming its commitment to protect users’ privacy (please see attachment A), MPhA does not currently have a separate privacy policy. We recommend that MPhA Board of Directors evaluates the need for separate privacy policy for MPhA in order to ensure members of our commitment to protect their privacy while we are continuing our work with data analytics to enhance the experience of our members across all communication channels.
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