

# #7

COMPLETE

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## Page 1: Committee Overview Information

### Q1 Committee Name

### Social Media

### Q2 2017-2018 Committee Chair(s) - (First name, Last name, Preferred Email in event of contact after graduation)

Mihaela Georgieva: mihaela.v.georgieva@gmail.com  
Martha Hopkins: hopmr1982@gmail.com

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### Q3 2017-2018 Committee Members (First name, Last name, Preferred Email in event of contact after graduation)

Khairul Alam Siddiqi: khairul.ahon@gmail.com  
Shashank N. Hingmire: shashank.hingmire16@my.stjohns.edu

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## Page 2: Report Summary

### Q4 Committee Goals Established For The Year (Summarize each project with bullet points that break down the task)

GOAL 1: Develop metrics that will allow us to track our progress, impact and growth path to 1,000 members on the four social media platforms: Facebook, LinkedIn, Instagram and Twitter.

- Encourage student participation on the four social media platforms
- Be active by liking posts, doing polls, commenting on and helping promote upcoming ISPOR and local chapter events
- Ensure local chapter members are part of the ISPOR social media groups
- Share interesting content and new developments relevant to HEOR

GOAL 2: Construct a Calendar for ISPOR Student Related Activities to establish a framework and foundation for managing social media initiatives.

- Create 2 posts: one leading up to the event and one after
- Communicate a key benefit you took away from the webinar
- Plan a social media calendar for posts on each platform (Facebook, Instagram, Twitter, LinkedIn) around deadlines leading up to Student Related Activities
- Share and re-tweet content related to the ISPOR European Congress and Annual International Meeting

GOAL 3: Identify ways to collaborate with other chapters to help promote their activities on an as needed basis.

- Collaborate with other ISPOR Student Network Committees (e.g., Communications, Education, Awards and Grants, International Meeting Planning Committee) to help them promote content, upcoming events, share information about award and grant recipients
  - Solicit content from other ISPOR Chapter Presidents during the monthly Student Network calls
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**Q5 Achievements of Goals & Deliverables Executed During 2017-2018** (Note: This will be used for a blurb in the last issue of the Student Newsletter before the new Committees take over.)

- Since August 30, 2017, increased membership on the ISPOR Student Network Facebook group from 753 to 958 members and counting (~30% increase)
  - Engagement on the Facebook group (posts, comments, and reactions) increased by more than 200%
  - Numerous posts, tweets, and re-tweets from both Committee Members and ISPOR students on the Student Network Facebook group and Twitter, promoting upcoming events and webinars, highlighting Student Chapter achievements, and disseminating information from other Committees
  - Student Network online presence and visibility as well as student interconnectedness increased using the hashtags #ISPORstudents and #ISPORstudent
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**Q6 Committee Members' Roles** (Do you break down the projects to have specific members of the Committee work on them? Separate roles by hitting Enter for another line)

Yes, all committee members were assigned to contribute to the first two goals, while the two co-chairs worked additionally on the third goal.

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**Q7 Timeline For Any Open/Ongoing Projects**

N/A

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**Q8 Biggest Challenges during the year?** (Note: This will be used as part of a blurb for the Student Newsletter)

Establishing ourselves as a new Committee.

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**Q9 Solutions/Suggestions For Overcoming Challenges** (Note: This will be used as part of a blurb for the Student Newsletter)

- Utilize the Social Media Posting Tracker to disseminate more efficiently information about events, webinars, and chapter achievements and use a posting schedule, so that different committee members are responsible for managing social media content on certain days.
  - Encourage all Chapter Presidents to use the Tracker to fill out directly requests for additional events/activity highlights they'd like to be promoted on their behalf across the different social media platforms.
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**Q10 Recommendations for Future Committee Members** (Note: This will be used as part of a blurb for the Student Newsletter)

- In addition to Facebook and Twitter, utilize other social media platforms such as LinkedIn and Instagram to reach the widest student audience.
  - Consider developing and disseminating to all Student Chapter Presidents a sheet highlighting the benefits of social media engagement as a way to promote your research and achievements, stay informed, and connect with other student members and HEOR leaders across the globe.
  - Don't be shy, create a Twitter/LinkedIn/Facebook profile, and join the conversation!
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Student Network - Committee Reports 2017-2018

**Q11** Google Doc Links (If N/A write that) & Key Resource Documents (email files to [studentnetwork@ispor.org](mailto:studentnetwork@ispor.org) and indicate the name of each document in the box below)

<https://docs.google.com/spreadsheets/d/1bcJndCrHsa8NK-VdxGlrjF432EcNLitzKqWColuolZc/edit#gid=295787971>

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