



## 2018-2019 EDITORIAL ADVISORY COMMITTEE REPORT

June 12, 2019

Submitted by: David Hoang and Reid Horning

### SECTION I: 2018-2019 CHARGES

The Editorial Advisory Committee was charged as follows for the 2018-2019 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 regarding 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 influence the practice of pharmacists and pharmacies.
- Monitor and consider strategic changes to increase visibility and utility of MPhA communications.
- Forward suggestions and leads to staff on website advertisers, newsletter advertisers, and Journal advertisers.
- Provide input for 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.
- Continue to review and monitor areas of risk with our members' data and to help our members be aware of good data security.

### SECTION II: 2018-2019 DELIVERABLES

The Editorial Advisory Committee was asked to make progress on the following deliverables for the 2018-2019 reporting period:

- See MPhA operational plans for communications & publications schedules.
- Submit articles to outward facing publications when the opportunity arises.
- Final Report to the House of Delegates – May 3, 2019
- The committee will examine analytics for the Event newsletters that are emailed each Tuesday.
- Committee co-chairs, please report to the incoming President in May as to whether you are willing to continue serving as co-chair and/or suggestions for co-chairs from your committee for the following year.

The committee recommends a revision in bullet point 2 above to indicate that articles will be submitted as opportunities arise, rather than including a specific number.



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### SECTION III: REPORT OF COMMITTEE ACTION ON CHARGES AND DELIVERABLES

The Editorial Advisory Committee respectfully submits this final report to the House of Delegates for the 2018-2019 reporting period:

**Minnesota Pharmacist quarterly publication.** This publication is electronically available to members for all four quarterly issues, and also to non-members for the annual Winter issue. Archived back issues are available on the MPhA website. The email announcing the 2018-19 Winter issue of the *Minnesota Pharmacist* had 318 views and 679 click-backs. The web page for the Winter issue has had 37 page views since Jan. 31, and the average time spent on the page is 1:37 minutes. The email for the Fall 2018 issue has had 340 views and 196 click-backs (most emails will gain new views/clicks for weeks and even months after sending; this email was last viewed on April 19). The Summer issue email had 865 views and 379 click-backs. The Spring issue email had 54 views and 617 click-backs (because of changes made to the site during this time period, the number of views is likely not counted accurately); that web page has had 126 page views, with an average time on page of 1:48 minutes. The Journal continues to focus on 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.

We have tried to assure a Member Spotlight article in each issue of the Journal. Care has been given to seeking pharmacists serving in different settings and in different parts of the state. We remain committed to this effort to maintain the Spotlight series.

**MPhA Website.** We continue to monitor the content of the website and update the News section almost every week. Overall page views decreased by about 9% during the period from May 28, 2018 to May 5, 2019, and users decreased by about 35%. Due to changes we have made on the site, it seems that we are not being hit by as many spambots. The bounce rate, or rate at which a visitor to the site views the home page but leaves without clicking on any other pages, has decreased to about 58% from about 70% last year. A typical bounce rate for a non-profit is in the 44-51% range. The number of pages per viewing session is up by about 40% compared to last year, and visitors are spending more time on our page than last year. All these measures are indications of more “real” traffic not driven by spammers.

The Editorial Advisory Committee and staff have identified some external links within the website that are broken or need to be updated. We will continue the effort to identify these links and work to have them updated going forward.

**Small Doses weekly newsletter.** *Small Doses* is delivered weekly and a draft is reviewed by committee members prior to electronic distribution. *Small Doses* weekly newsletters are also distributed electronically exclusively. Similar to *Minnesota Pharmacist*, the newsletters with the most views seem to be related to MPhA members’ activities and engagement in pharmacy events.



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

**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 853 to 981 followers. We try to post at least one message per week. We have posted several short videos in the past year, and they continue to get views months after publication. The video that has been watched most was of Laura Schwartzwald receiving the Bowl of Hygeia award (645 views).

LinkedIn (MPhA – Minnesota Pharmacists Association): Since the last reporting period the LinkedIn group has gone from 522 to 561 members. On average, we put up a post on our LinkedIn group about once 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 585 to 783. We tweet/retweet almost every week day. We follow Twitter accounts of policy makers at both federal and state levels, as well as state and national associations focused on pharmacy and public health. In addition to putting out information about our legislative/policy work, Twitter is a good source of material for the Small Doses newsletter.