



**Canadian Society of Hospital Pharmacists
Ontario Branch
Council Terms of Reference**

COMMUNICATIONS COMMITTEE

TERMS OF REFERENCE

Revised: April 2021

Included:

APPENDIX A: HPO Schedule and required content

Appendix B: Social Media Reporting

TERM:

Position:	Communications Chair
Term:	3 year – option to renew for one additional term
Portfolio:	Internal
Status:	Non-Voting
Committee:	Minimum of two members
Responsible to:	Council
Support:	Internal, Exec, OB Admin

COMPOSITION:

The Communications Chair and committee members will be an active CSHP members in good-standing.

The committee is made up of practicing pharmacists in hospital practice or with previous experience in hospital practice and pharmacy students from both University of Toronto and University of Waterloo.

DUTIES OF THE CHAIRS:

It is the responsibility of the Communications Chairs to oversee all ON Branch-related social media platforms (including: Twitter, Facebook, Instagram) and HPO editions. The Communications Committee ensures that appropriate information is disseminated in a timely, convenient, concise, appropriate, uniform and coordinated fashion so that it's of maximal use to our members. In addition, the Communication Committee will liaise with other provincial communication committees to facilitate inter-provincial dissemination of information.

1. *Serve as a member of the Council.*

- Attend all meetings and provide up to date portfolio reports.
- Provide portfolio update reports for each in-person Council Meeting.
- Serve as members on Branch committees and/or task forces as requested

2. *The Chair acts as the editor of HPO and the committee shall ensure publication and distribution to members on a routine basis.*

- Maintain schedule of major articles for the year with proposed deadlines and expected distribution dates (see appendix).





- The main objective shall be to provide news of interest to the membership of the Branch. HPO is a tool for pharmacist communication and member engagement with:
 - ❑ sharing of information from Council to members,
 - ❑ CSHP advocacy efforts,
 - ❑ CSHP events & activities,
 - ❑ Interesting hospital pharmacy practice in Ontario.
- Authors of HPO content must be active CHSP members
- Articles can address challenges or issues faced in practice but should highlight the contributions of hospital pharmacy professionals or CSHP OB in addressing the challenges
- Four HPO newsletters will be generated per year
- 3. Manage social media platforms for CSHP OB including: Facebook, Instagram, and Twitter.
 - The communications team will ensure that there is a minimum of four posts/month posted to social media outlets.
 - Content can include, but is not limited to: i) upcoming or past events hosted by CSHP OB or close affiliates, ii) educational information, iii) advocacy efforts, iv) available opportunities within CSHP, v) awards, vi) re-sharing of content from CSHP or close affiliates.
 - Content will be developed by all members of the communication team, and final approval prior to posting will be done by the communication co-chairs.
- 4. *Develop comprehensive Annual Communications Plan for Ontario Branch*
 - HPO publications
 - Maintains social media presence and oversees posting to all OB social media pages
 - Monitor the OB website and ensure up to date content

FINANCIAL RESPONSIBILITY

The Communications Committee will receive financial support from CSHP OB to generate HPO newsletters.

TRANSITION

1. When transitioning out of the role, Chairs are asked to recruit a replacement Chair.
2. Provide incoming Chair with Terms of Reference to outline the position and responsibilities.
3. Support new co-chair during transition and inform on current OB initiatives.





APPENDIX A: HPO SCHEDULE AND REQUIRED CONTENT

MONTH	TO DO	HPO ARTICLES
WINTER ISSUE		
November	Reminder Email to Council: Early November Submission Deadline: November 30th (extend if AGM is late)	<u>Suggested Content:</u> <ul style="list-style-type: none"> • Incoming President's address from Ontario Branch AGM • Outgoing President's address • Awards evening: Photos of winners and info • Highlights - OB council meetings • OB Council members - photos • Reports from National Delegates • Advocacy Corner • Recap of AGM • Sponsor list for AGM • Chapter Corner • OB Council list
December	<ul style="list-style-type: none"> • Send draft into desktop publisher by mid-month • Final review by end of month 	
January	<ul style="list-style-type: none"> • Email issue to members 	
SPRING ISSUE		
February	<input type="checkbox"/> Reminder Email to Council: Early January Submission Deadline: February 31	<u>Suggested Content:</u> <ul style="list-style-type: none"> • President's Address • Advocacy Corner • National Update • Chapter Corner x2 • Call for nominations
March	<ul style="list-style-type: none"> • Send draft into desktop publisher by mid-month • Final review by end of month 	
April	<ul style="list-style-type: none"> • Email issue to members 	
SUMMER ISSUE		
April	<input type="checkbox"/> Reminder Email: Early April Submission Deadline: April 30	<u>Suggested Content:</u> <ul style="list-style-type: none"> • President's Address • Advocacy Corner • National Update • Highlights from MCM • Promotion of CSHP Ontario branch AGM • Chapter Corner x2 • OPRA Liaison Report/Update
May	<ul style="list-style-type: none"> • Send draft into desktop publisher by mid-month • Final review by end of month 	
June	<ul style="list-style-type: none"> • Email issue to members 	
FALL ISSUE		
August	<input type="checkbox"/> Reminder Email: Early August Submission Deadline: September 15	<u>Suggested Content:</u> <ul style="list-style-type: none"> • President's address • Advocacy Corner • National Update • Nominations / Election Results if available • Ontario branch AGM – brochure details, registration form (final) if available • Chapter Corner x2
September	<ul style="list-style-type: none"> • Send draft into desktop publisher by end of the month 	
October	<ul style="list-style-type: none"> • Final review by mid- month • Email issue to Members end of the month 	





Appendix B: Social Media Reporting

The communication team will submit social media metrics to the full council bi-annually. Reportable metrics include:

Platform	Metric
Facebook	Total likes/follows Posts in last 6 months – total posts – average posts/month - Posts reaching: min, max, average - Post engagement (clicks, comments, shares): min, max, average
Twitter	Total follows
Instagram	Total followers Posts in last 6 months – total posts – average posts/month

