Objective

- To share news and updates with and among consumers, families, and community members.
What is shared?

- Current practice
  - https://www.urmc.rochester.edu/psychiatry/
- Suggestions moving ahead
  - Stories of recovery
  - Staffing transitions
  - Grant submissions and awards
  - Faculty Publications
  - Facilities updates & other DPACC accomplishments
  - Staff/faculty blogs
  - Upcoming events
  - Latino Corner: Healthy Living
Example Media Outputs

- Department of Psychiatry Facebook page
  - https://www.facebook.com/BridgeArtGallery.URMC
  - Stories posted weekly/monthly
  - Video stories

- E-newsletter monthly/quarterly paper
  - Stepping Out and Up
  - Include stories and news items
  - Paper version

- Share education forums
  - ie. Grand Rounds, Blackboard Diversity course
How to share?

- Editorial team – review and facilitate submissions
- Solicit items
- Receive items
- Share items
- Any concerns or protections?
Academy Ad Council of Rochester

- November 27th 8:30-10:30am
  - 274 N. Goodman St., Ste. B269

- *Is the Newsletter Dead? Keeping in Touch with Your Members, Users, Donors and Prospects*
  - Evaluate the best and most cost effective ways to nurture and keep in touch with key constituents, both online and offline. If a printed newsletter is the best solution, learn tricks to make sure you’re getting the most out of the efforts. If you’ve made the leap to online communications, learn social media tools to stay top of mind.
    - What the experts know about getting your newsletter more effective in the age of variable data
    - How to use a blog to keep in touch
    - Email Nurturing, ideas to keep it fresh
    - How to decide if the social platforms are a good nurturing medium for your organization
Getting Started Recap

- Priorities
  - Building on what we have in place
  - Supporters
    - Clinical Program leaders
  - Timelines

- What can you do?
Examples

- **Golisano Children’s**
  - [https://www.facebook.com/GolisanoChildrensHospital?ref=ts&fref=ts](https://www.facebook.com/GolisanoChildrensHospital?ref=ts&fref=ts)
- **Donate button**
  - Walking Teams