

## **Final Objectives 2023-24**

### **Communications Committee**

Chair: Torree McGowan, MD, FACEP

Board Liaison: Ryan A. Stanton, MD, FACEP

Staff Liaison: Jana Nelson

1. Provide subject matter guidance to the communications staff on emergency medicine issues, considering both member and public audiences such as patients, policy makers and media; liaison with members to develop relevant messages showcasing the value of membership; provide insight on member tools including app and website.
2. Serve as subject matter experts to ensure ACEP remains the leading source of unbiased, medically-vetted public education through organic, earned, and social media outlets.
3. Provide subject matter guidance to communications staff on priority issues affecting members and potential members, including:
  - Addressing workforce issues, scope of practice, the corporatization of medicine, and more
  - Countering misinformation of ACEP's role, policies and positions
  - Exploring career satisfaction, wellness and the state of the specialty as it impacts emergency physicians
4. Provide technical review and consultation for promoting *Annals of Emergency Medicine* and *JACEP Open*.
5. Partner with staff to monitor social media channels and participate in bi-directional alerts on high value conversations of note. Efforts include:
  - Increase positive online interactions between ACEP and emergency physicians
  - Participate in GroupMe Action Team for day to day interactions
  - Participate in crisis escalation if warranted
  - Participate in pro-active amplification of messages
  - Provide messaging feedback on key issues for tone and nuance
6. Help support the ongoing messaging around the value of emergency medicine and the unique role of emergency physicians as team lead.
7. Serve as a resource and coordinate with ACEP committees, chapters, and sections to ensure strategy and messaging alignment around ACEP priorities.