

**Draft minutes EONS Communication Working Group
Face-to-face meeting, Wednesday 9 July 2014, 10.30 – 16.00 hrs CET
Bob Pinedo meeting room, EONS office, Brussels**

Participating:

Paul Trevatt (PT)(co-chair), Eileen O'Donovan (EOD) (co-chair), Graca Braz (GB), Rudi Brike (RB), Manuela Eicher (ME), Paz Fernandez-Ortega (PFO), Eugenia Trigos-Arjona (ETA), Clair Watts (CW), Mariska Mooijekind (MM) (Projects Manager)

Apologies received from:

Françoise Charnay-Sonnek (FCS), Birgitte Grube (BG)

1. Welcome & Introduction (PT – EOD)

All Working Group members present briefly introduce themselves. RB will join the meeting at a later stage. Apologies have been received from FCS and from BG.

PT welcomes additional agenda items from the WG members.

PT informs the WG members that the minutes will be shared with all for review. After the minutes have been made final they will again be shared with the WG and they will be placed on the Communication pages of the EONS website.

2. Evaluation (website analytics report) (PT)

The Website Analytics Reports are made by Steve Rowett (SR) and Alison Leary (AL). SR is responsible for the data gathering and AL does the data analysis.

The highlights of Website Analytics Report of April 2014 are discussed:

- There is a 38% increase in traffic on the EONS website
- Activity has increased since august / September with a dip in web traffic in December
- Which quickly recovered
- The web site was re-designed in September.

GB & ME arrive and join the meeting

All Working Group members (again) briefly introduce themselves (again). (PT, EOD, PF, ETA, MM, GB, CW, ME)

CW informs the WG members that there is normally a peak in website traffic when a new edition of the EONS Magazine has come out. PT mentions that duration of the website visits has increased also. This however cannot automatically be seen as something positive as we are unaware of the reasons why someone is spending more time on the website.

A next report should give a good idea on (further) progress made. CW is suggesting that the WG could look at long term trends once a number of Website Analytics Reports are available. Currently the WG has two yearly reports available and four quarterly analysis of the first year. The next report will come out in April of 2015. PT and EOD will ask AL if a year analysis could be created for the first year, based on the four quarterly reports.

More highlights are mentioned:

- There are changes in the “Number of visits by top ten Country”, although the UK is still number one
- All countries have increasing numbers of visits

Another possible incentive for more people to visit the website is the fact that EONS publishes lots of materials (general information, educational modules) on its website, which is then available to anyone, including countries from outside of Europe. These countries are however not be approached actively as EONS is European oriented. Going beyond the European border would be beyond EONS’ remit.

The importance of website information for EONS members is being discussed. Not all members seem to receive all information through the National Member Societies and are therefore reliant on the web information. At the same time it is recognised that self searching is a different process (active) from receiving emails with information (passive). EONS wants their members to feel that they are part of the organisation. To increase the reach of EONS it is suggested to have a number of contact persons per National Member Society: one official contact (mostly the President or Chair of the society) and a contact for each of the CARE groups. Another suggestion is to organise an informal training and information session at the EONS9 congress, in September. The aim would be to organise a social meeting, informing all interested members in the opportunities that EONS has to offer. Another suggestion is to approach cancer nurses through universities and oncology hospitals, for example by having EONS poster boards advertised within the institutes. The Working Group feels that this subject deserves a discussion of the EONS Board meeting. **ACTION: PT** will ensure this subject to be added to the agenda of the next Board Meeting.

Another highlight of Website Analytics Report of April 2014 that is mentioned is:

- Communication is number one of the most viewed sections of the website. The importance of regularly updating all web pages is being stressed.

(Further) Feedback will be shared the Advisory Council Meeting of November.

3. Finance (communications budget 2013 / 2014) (PT)

A copy of the expenditure overview of the Communication Working Group is shared with the Working Group members. Money from the Working Group 2013/2014 budget has been spent on:

- **Re-design of website**
The home page review & redesign included: CARE banners; Top 5 priority list (“Top topics”); Latest news. All website pages were reviewed to compliment home page redesign.
- **Google analytics**
The annual Website Analytics Report

- **Social media (piloting and operational)**

Twitter, Facebook

The importance of Twitter and Facebook is being recognised, especially for reaching specific target audiences such as the younger generation (both in age as in experience) of nurses. At the moment Kate Griffin (KG) tweets on behalf of EONS. Prior to the August Board Meeting a Twitter training for Board Members will be organised. The WG is hopeful that the Board Members will engage in the process and start Tweeting actively.

The three month Pilot of Twitter and Facebook was started in the summer of 2013. After one full year of use the data of Twitter and Facebook will be analysed (approximately 6 months from now).

A new Working Group budget for 2014/2015 is available. Suggestions on any projects are welcomed. PT refers the WG members to the WGs objectives from ToR document.

It was agreed that the society will not yet start engaging with LinkedIn. First the use of the Twitter and Facebook accounts need to be fully developed.

The Working Group agrees that a strategy should be developed for EONS to attract new and younger nurses (in age). Perhaps EONS can learn from its National Member Societies in how they approach this younger generation. It is suggested that the Advisory Council Meeting could have a different approach, having a central theme (or two) or by NMS giving a presentation on an achievement to share with the other National Member Societies. The aim would be to learn from one another.

PT informs the Working Group on a discussion that the EONS Board had in February, suggesting to make available two non-executive roles for young nurses. **ACTION:** PT to discuss this at the Board and to ask the question: "Are we reaching the younger nurses?"

On-line education is considered to be important for younger nurses. MM informs the WG on the action of the Education WG that will be publishing a list of suggested on-line education resources (which are free of charge) on their web pages.

CW suggests that this could be the theme for next year: to focus on tools and activities for (the next generation of) younger nurses.

4. Priorities:

- **Social media (Twitter & Facebook) (PT)**

This Item was already addressed in the earlier discussion at item 3. After one full year of use the data of Twitter and Facebook will be analysed, which would be in March of 2015. It is agreed to discuss the possibility of EONS to start using LinkedIn at the Advisory Council Meeting in November. However, it was recognised that the way LinkedIn operates is very different to Twitter and Facebook.

- **Website (EOD)**

An update on the website developments is provided by EOD and CW. The front page has been updated last year, in a three column format. All web pages have been assigned to an individual person by Kate Griffin (KG: the EONS web content manager) and a Content Management System has been developed, which can be monitored by both KG and Steve Rowett (SR: web technology manager). KG ensures that the content of each of the pages is updated on a regular basis. She also makes sure that a common language is used throughout the entire website and she also checks texts for correct use of the English language. Cath Miller (who is Medical Editor of the EONS Magazine) can assist KG on content, when needed. There is some disappointment of the WG members on a number of web pages not having been updated for a long time. The WG members agree that some additional support is needed to ensure that all pages are regularly updated.

The WG believes it is fair to say that the website has improved quite a bit already, it is of the opinion that there is always room for improvement. All feedback from any kind of visitor is therefor very much welcomed.

The WG is of the opinion that with such a large number of communication items (Twitter, Facebook, LinkedIn, website, Newsletter, Magazine etc.) the society could really use a dedicated Communications Manager. CW highlighted only very limited engagement of EONS with the media as yet, and that a Communications Manager would certainly be helpful in establishing these connections.

ACTION: PT to feedback to the Board that a discussion took place among the communication members about the value of a communication manger.

The Communication WG is willing to make available part of its annual budget (the number of 50% is mentioned) to subsidise this role. It was suggested that a budget contribution could be sought from all four EONS Working Groups, as all would benefit.

- **Pilot test ' Dual Language' Tool software (EOD)**

This software tool has the purpose of information sharing between the EONS National Member Societies and for National Member Societies to share EONS information nationally. The tool allows a person to translate local society information from the local language into English or vice versa. All information is then made available and is uploaded to the EONS website, in a dedicated page under Communication section.

SR's conclusion of the pilot test is that the system is easy to use and that no technical problems have arisen. The only disadvantage / difficulty is that at least one person within the NMS needs to be responsible for feeding into it and making the translation.

GB who has been involved in the pilot phase of the software is of the opinion that it is a great opportunity for EONS members to share information.

As the information provided for these pages will be in English, it can directly be used for (further) sharing, such as for the Newsletter.

It is agreed to move forward to the next step; the tool is to 'go live' on-line. An article for the Newsletter and Magazine will be prepared, informing the EONS membership on the positive experiences of GB in Portugal.

ACTION: CW will inform SR, (who will be coordinator to put this live), Helen Oswald (Editor of the EONS Magazine) and KG. RB will email the NMSs to inform them that the tool has become available and he will ask for a responsible person per NMS. GB (Portugal) and ETA (Spain) agree to (further) work with SR on this project. ME offers to test the final version, just prior to publication of 'live' web page

The WG agreed to call this tool: "Members' Corner". The tool will be placed in the Communication section of the website and for the coming while will also be mentioned under "Latest news". SR will be asked to write background text for website.

Steps in the process as agreed:

1. SR to built web page (to be reviewed by the WG), describing the features of the tool and describing how NMSs can join
2. RB to email the NMSs

It will be aimed for to have all ready in time for the September congress, to be announced there. A trial will be done up to March, after which the use of the tool will be evaluated.

- **E-Newsletter (CW / PT)**

PT informs the WG that the Newsletter Survey is nearly ready. The outcome will be shared with the WG members.

The Society Focus has been part of the Newsletter for about 18 months and was a very successful item (based on the number of "hits" it got). It is agreed to start a new variant, now inviting NMSs to highlight a topic which they think it is important or relevant (a congress, a project, a workshop). It is suggested to provide a number of options to the NMSs to choose from.

ACTION: WG chairs will write to all NMSs, inviting them to engage.

ACTION: RB to provide list of NMSs' activities to WG chairs

The EONS Newsletter is generally considered to be good and helpful. The WGs are requested to help KG by providing input for the Newsletter, also by providing imagery. Jason Harris (responsible for the EONS photography, branding & design, Magazine Art Editor) will be providing some guidelines.

- **Magazine** – Restructuring of magazine team & new production processes (CW / PT)
The WG members are not receiving a hard copy of the EONS Magazine. RB is being asked if he could include the WG chairs and members of all four EONS Working Groups in the distribution list, for engagement.

- **Office re-organisation & key messaging (CW)**

Due to recent expert advice on changes to the tax and VAT rules in Belgium, EONS Board has decided to re-organise the society operations and relocate them in the UK, where the society is registered. No effects will be felt by the society members since the team already works remotely and there will be no change to the composition of the team or the activities delivered to the membership. CW is managing the logistical changes with the guidance of the three presidents.

5. EONS 30th Anniversary (PT / EOD)

Materials of the 30th Anniversary Event have been made available on the “EONS 30” web pages. The WG is of the opinion that all NMS posters should be available on the Anniversary Event web page.

ACTION: MM to write to KG, asking her to upload all NMS posters to the web page.

6. Going Forward: Priorities for 2014 / 2015 (PT – EOD)

****Agenda item is not being addressed separately****

7. AOB

EOD has decided to step down from her position as Co-Chair. She agrees to remain as a WG member. PT thanks her for her support and input, on behalf of the WG.

ACTION: PT will write to WG members for an expression of interest for the position of Co-Chair of the Communication WG.