

## **Council on Communications**

### **Members**

Shalini Namathirtham, Roseman '23, council chair; Katelyn Smith, Nebraska '23, council associate; Hilary Wong, Pennsylvania '24, council associate; Alina Rizvi, Rutgers '24 video production manager; Kubra Sizar, Rutgers '24 video production manager; Clara Kohlmetz, Texas-Houston '23, board liaison; and Stephanie Follet, director of strategic initiatives, staff liaison.

### **Mission and Purpose**

The Council on Communications is responsible for creating and disseminating information via various media channels. The council reviews content on the ASDA website and guides digital initiatives. The council acts as a resource for and promotes chapter communication efforts.

### **Council Business**

For 2022-23, the council continued to create Instagram Reels and story content – showcasing engaging and informative content in an easy-to-digest manner. All reels posted in 2022 amassed over 111,400 views.

### **Pride Month Initiative**

Each week of Pride Month, the council focused on a different aspect of Pride to highlight for the @dentalstudents Instagram such as:

- How to implement Pride year round
- Important figures in LGBTQ+ history
- Dental students at UNMC shared why Pride is important to them

### **National Hispanic Heritage Month**

The council identified and interviewed three students on what Hispanic Heritage month meant to them and their favorite Hispanic tradition. The council shared their answers in an Instagram post on September 22.

### **Day in the Life of a Dental Student**

The council identified current D3 students to put together a reel for @dentalstudents Instagram that showcased a day in their life as a dental student throughout the month of July. Each student's video performed better than other reels posted in 2022.

### **Conference Promotion and Recaps**

*Event recap post from ADA Dentist and Student Lobby Day*

*NLC Reels*

- The first reel was posted to promote NLC registration. It featured pictures from previous years, quotes from previous attendees and highlighted why current dental students should attend.
- Two reels were created at NLC that recapped day 1 and the Tech Expo. The day 1 recap reached over 10,600 people on Instagram.

- One reel was posted the week after NLC that included clips of various students speaking about their time at NLC.
- One reel was created to promote Annual Session. This reel included an overview of the events happening at Annual Session (HOD, Reference Committee Hearings, District Caucuses, etc.) and the Dental Marketplace. It also featured quotes from past attendees.

### **Leadership**

The council created a reel to promote leadership applications:

- The reel was informative and featured ASDA's current council chairs and their thoughts on why students should apply for a national position.

### **Council Collaboration**

- The council also collaborated with the Council on Advocacy to create a 'how a bill becomes a law' video that was showcased in the January issue of advocacy brief.

### **Chapter Grant Review**

- Applications for the 2022 Chapter Wellness Grant were reviewed and the council selected chapters to receive funding.

### **Miscellaneous**

The council created a holiday post for Thanksgiving