

Council on Communications

Members

Eboney Hinds, WesternU '26, council chair; Gina Pansari, Columbia '28, council associate; Shiraz Somer Ibrahim, Meharry '27, council associate; Stacey Young, Tufts '26, video production manager; Abel Tefera, Buffalo '26, video production manager; Minhee Jeon, Pennsylvania '26, board liaison; Ansen Lai, San Francisco '26, board liaison; Kristin Spencer, senior manager, marketing and communications, staff liaison.

Mission and Purpose

The Council on Communications is responsible for creating various forms of content to disseminate information via ASDA's Instagram page to promote national ASDA initiatives. The council acts as a resource for and promotes chapter, district and national ASDA communication efforts

Council Business

For 2025-26, the council continued to create Instagram Reels, in-feed posts, and story content – showcasing engaging and informative content in an easy-to-digest manner that was shared to @dentalstudents on Instagram. In 2025, the Council on Communications brought back Instagram Lives with @dentalstudents hosting two throughout the year and opening the door for more opportunities.

National Leadership Conference (NLC)

The council introduced a new way to promote NLC by way of videos of the Executive Committee explaining why they love the conference; these videos averaged 4,439 views each. These videos were used alongside the promotional reel that was created by the video production managers to highlight NLC registration launching.

The video production managers joined students on-site at NLC and captured content from the conference to help showcase the experience to those who could not attend. The content captured produced an increase of 421.2% in impressions on the @dentalstudents Instagram profile when compared to the stats of the previous week.

Summer of ASDA

Throughout the summer, the Council on Communications gathered content from different chapters that highlighted their summer ASDA events. These events were showcased in a summer of ASDA template on our Instagram at the end of each month.

Advocacy Collaboration

The Council on Communications was asked to collaborate with the Council on Advocacy throughout November, which is ASDA's Advocacy Month. Through this collaboration, both councils worked to produce an informational post about fluoride as well as a video highlighting how the ASDA legislative chairs were working to close the gaps in advocacy in their communities.

AOD Week

The Council on Communications worked with the Council on Professional Issues to create branding for the first ASDA Access, Opportunity and Diversity in Dentistry (AOD) Week in October. The branding was used on the ASDA website as well as in newsletters and on social media.

Chapter Grant Review

- The 2025 Chapter Wellness Grant applications were reviewed, and the council selected chapters to receive funding.

12 Days of ASDA

This year's Council on Communication played off the 2024-25 council's idea for the 12 Days of ASDA for 2025. These posts were used to highlight ASDA's 2025 year covering:

- One strong voice ASDA voice for advocacy
- Two ASDA national meetings
- Three levels of ASDA: chapter, district and national
- Four chapter grants
- Five dimensions of wellness
- Six snapshots of service
- District 7's winning NLC video
- The eight 2025 Gold Crown winners
- Nine national leaders
- 10 *Contour* publications
- 11 District conferences
- And a full year in review video for day 12

The expanded-upon initiative celebrated ASDA's full and successful year that was a result of the dedicated members.

Miscellaneous

The council created the following content seasonally to engage chapter members:

- A grid post to introduce the new national leaders as well as a reel to showcase their time at the 2025 Spring Council meeting in Chicago
- A grid post introducing the 2025-26 district cabinets
- A grid post recognizing and congratulating 2025 graduates
- A reel to highlight how different members elevate their wellness journeys
- A reel to showcase how the Board of Trustees would describe their term in one word
- A post highlighting "tips and treats" of dental school during the last week of October

Posts from chapters and districts were reposted and shared on the national ASDA account throughout the year to showcase members and chapter involvement.