

Council on Communications

Members

Haley Schultz, Michigan '24, council chair; Shelbi Broeking, Kentucky '24, council associate; Joshua Montgomery, Louisville '25 video production manager; Jack Han, San Francisco '24 video production manager; Mikaela Gisch, Case Western '24, board liaison; Robert Zhou, Pacific '24, board liaison; Justina Anigbo, Indiana '23, immediate past president; Emily Slayden, marketing and communications senior coordinator and Stephanie Follet, chief operating officer, staff liaisons.

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 2023-24, the council continued to create Instagram Reels, in-feed posts, and story content – showcasing engaging and informative content in an easy-to-digest manner. In 2023, reels created by the council amassed over 100,000 views.

Mental Health Awareness Month

During Mental Health Awareness Month, the council focused on creating content that focused on the topics below:

- Current mental health resources that are available
- Dr. Brett Kessler and his wellness journey
- How ASDA members care for their mental health

Pride Month Initiative

During Pride Month, the council utilized the @dentalstudents Instagram by posting 1 reel, 1 grid post and 7 stories that covered the topics below:

- What does Pride Month mean to you?
- Healthcare and the LGBTQ+ community
- How our districts were celebrating Pride Month

Day in the Life of a Dental Student

The council identified current students to put together a reel for @dentalstudents Instagram that showcased a day in their life as a dental student throughout the year. Five total reels were posted amassing over 40,000 views. Students from Boston, Detroit Mercy, Pennsylvania, East Carolina and Rutgers were represented.

Conference Promotion and Recaps

National Meetings

- National Leadership Conference: The first reel was posted to promote NLC registration. It featured content captured at the 2022 NLC, soundbites from previous attendees talking about their favorite part of NLC and emphasized why current dental students should attend. The second reel was a recap video featuring content captured during the 2023 meeting.

- Annual Session: One reel was created to promote Annual Session. This reel featured content from last year's Annual Session while the voiceover highlighted why members should attend Annual Session and what to expect from the meeting. A carousel post was also created that features an overview of the meetings at Annual Session (HOD, Reference Committee Hearings, District Caucuses, etc.)

Council Collaboration

- The council collaborated with the Council on Membership to create the 'ASDA is you' long form video and reel that has been pinned to the top of the Instagram page.

Chapter Grant Review

- The 2023 Chapter Wellness Grant applications were reviewed, and the council selected chapters to receive funding.

Miscellaneous

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

- A Reel to celebrate graduation
- A 2023 Recap Reel
- Posts to highlight what our members did during the summer
- Posts to highlight District leadership retreats

The council frequently re-posted onto the Instagram Story photo posts from chapters and districts which tagged @dentalstudents to showcase the involvement of ASDA nationally.