

Appendix E

Social Media & Promotions Strategy

Effective date: October 18th, 2021

1. Preamble

The Ontario Medical Students' Association (OMSA) is the dedicated student voice to the Ontario Medical Association (OMA), representing the views and concerns of the over 3,000 Ontario medical students on a number of issues, including medical education, student wellness, and health policy. Our organization communicates opportunities and events to our constituents (all Ontario medical students) through the following channels:

- 1) Facebook (~4000 followers)
- 2) Twitter (~4000 followers)
- 3) Instagram (~1200 followers)
- 4) Monthly OMSA communiqué (distributed to all Ontario medical students via local representatives)
- 5) OMA listserv

Given its expansive reach, OMSA is frequently requested to share events and opportunities through our social media channels. The purpose of this document is to outline OMSA's social media and promotions strategy, in order to 1) **set clear and equitable requirements** to ensure an effective use of our communications channels, 2) **optimize reach and engagement** with followers, 3) provide the **greatest net benefit** to Ontario medical students, and 4) maintain an active network and **minimize promotion/email fatigue**.

2. Promotions Strategy

- **Internal promotions** (events or opportunities implemented by the Ontario Medical Students Association, limited to those falling under one of the organization's seven [portfolios](#)) will have priority in all communications. An internal promotion request can come from an OMSA Council or Committee member only.
- **OMSA-affiliated promotions** (events or opportunities implemented by Ontario medical students who have received funding or other support from OMSA, including grants and official partnerships) will be promoted on an ad-hoc basis, at the discretion of the OMSA VP Communications. As such, it is encouraged that promotion requests highlight any affiliation with OMSA.

- **External promotions** (events or opportunities deemed relevant to Ontario medical students but administered by students who are not affiliated with the organization) may be promoted on an ad-hoc basis, but will require approval from VP Communications **and** either the President or President-Elect.
- **OMA promotions** (events or opportunities that are relevant to Ontario medical students but are hosted or administered by the Ontario Medical Association, including OMA insurance) will be subject to pre-determined funding and sponsorship agreements.

Note: Neither OMSA-affiliated nor external promotions are guaranteed, and will depend on relevance and benefit to Ontario medical students, capacity of the Communications team, and the number of promotions already scheduled within the requested time frame. The order of priority for promotions are as follows: 1) Internal promotions, 2) OMSA-affiliated promotions, 3) OMA promotions, and 4) External promotions.

In addition to the above guidelines, OMSA retains the right to reformat and/or reword any social media requests to align with OMSA values and priorities, and **must clearly delineate external from internal events and opportunities.**

If you have any questions regarding this document, please contact VP Communications at communications@omsa.ca.