

OMSA Promotions Policy

Original: October 18th, 2021

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Purpose

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 (a monthly opt-in email newsletter)
5. Ontario Medical Students Opportunities Facebook group (available for all students to post in)
6. OMA listserv ("constituency group email")

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

Promotions Strategy

1. **Internal promotions** (events or opportunities organized by the Ontario Medical Students Association, falling under one of the seven [portfolios](#)) will have priority in all communications and may be disseminated using any/all of the aforementioned channels. An internal promotion request can come from an OMSA Council or Committee member only.
2. **OMSA-affiliated promotions** (events or opportunities organized by Ontario medical students or other groups who have received funding or other support from OMSA, including grants and official partnerships) will be promoted on an ad-hoc basis through any of the aforementioned channels, at the discretion of the OMSA VP Communications. As such, it is required that promotion requests highlight any affiliation with OMSA. Such affiliations may include but are not limited to:
 - Canadian Federation of Medical Students (CFMS)
 - Black Medical Students Association of Canada (BMSAC)
 - Indigenous Medical Student Association of Canada (IMSAC)
 - Professional Association of Residents of Ontario (PARO)



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- College of Physicians and Surgeons of Ontario (CPSO)
 - Canadian Association of Physicians with Disabilities (CAPD)
 - Decent Work and Health Network (DWHN)
3. **OMA promotions** (events or opportunities that are relevant to Ontario medical students but are organized by the Ontario Medical Association, including OMA insurance) may be shared through any of the aforementioned channels, at the discretion of VP Communications and the President, and may be subject to pre-determined funding and sponsorship agreements.
4. **External promotions** (events or opportunities deemed relevant to Ontario medical students but organized by parties not affiliated with OMSA) will be directed to advertise within the Ontario Medical Student Opportunities Facebook group but will not be shared by other OMSA communications channels. Should an external group request promotions through additional channels (i.e., Twitter, communicate), this would be considered an OMSA-affiliated partnership (see 2) and must be approved by simple majority by OMSA Council.

Note: Neither OMSA-affiliated nor OMA 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, and 3) OMA promotions.

In addition to the above guidelines, OMSA retains the right to reformat and/or reword any promotion requests to align with OMSA values and priorities. Promotions **must clearly delineate the role of OMSA in the event/opportunity (i.e., internal event vs. partnership).**

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