

Name (*report preparer*): Almira Schult

Date: July 22, 2020

Name of Council/Committee/Task Force: Council on Communications

MEETINGS

Date: 5/15/2020 (conf call), and 7/17/2020 (conf call)

Conference Call

In-person

Location: Conference Call via Zoom

Attendance:

Chair: Dr. Aron Dellinger

Members: Drs. Courtney Dunn, Jacqueline Miller, Lauren Vitkus, Gregory Jorgensen, Herbert Hughes, Jesse Teng, Aron Dellinger, Lawrence Wang, Christopher DeLeon (CONYM liaison), Michael Durbin (BOT liaison)

Staff: Almira Schult, Brecht Mulvihill, Carlos Otero, Brynne Cramer, Mindi Brothers

MEETING HIGHLIGHTS

Topic	Discussion	Action/Follow-up
Housekeeping	<p>COC voted to hold the September meeting virtually, Friday, September 18, 2020. Additionally, the February 5-6, 2021 meeting will be held in-person.</p> <p>FY21 meeting dates: Friday, July 17: Conference call @ 7am CT via Zoom Friday, September 18: Virtual Friday, November 6: Conference call @ 7am CT via Zoom February 5-6: In-person Friday, March 5: Conference call @ 7am CT via Zoom</p>	Staff to coordinate meeting details and send invitation for virtual meeting and reserve rooms for in-person February meeting.
Member website redesign	Staff provided an update on the AAO member website redesign work with local agency, Atomicdust – launch is anticipated in October of 2020.	Staff to continue to keep COC informed regarding progress.
Innovation & Transformation Fund	Mindi and Dr. Callahan provided background information regarding the Innovation and Transformation Fund. This included an overview of the investment vetting process and Task Force governance structure. Discussion regarding COC's interaction to be taken offline, possibly a designated Zoom meeting prior to September.	Staff to coordinate an offline email thread.
Consumer awareness program (CAP) update, results	<p>COC reviewed results of the FY20 CAP:</p> <ul style="list-style-type: none">• 1 billion+ impressions served• 9.6 million+ ad clicks (19% increase YoY)• 5.9 million+ website users (14% increase YoY)• Additionally, after the BOT voted to reduce the ELR CAP budget for FY20 by \$1.5 million, due to the cancellation of Annual Session, – 18% of the total CAP budget – CAP surpassed the ad click goal by 69% and missed the 6 million website usage goal by less than one percent.• 76% YoY increase in overall organic traffic• 223% YoY increase in organic traffic to AAO blogs• AAO blogs generated over 2.6 million pageviews	Staff to continue to monitor, optimize CAP strategy for FY21 and report back to COC.

- Additionally, AAO’s blog “My Orthodontist Has Reopened is it Safe to go?” ranks first in GSRP for the query “Is it safe to go to the orthodontist” ahead of NYTimes, WebMD, Health.com, NPR and Business Insider.

FISCAL YEAR 20 TOTAL			
Platform	Impressions	Clicks	Spend
Facebook/Instagram	430,663,607	2,850,841	\$ 1,910,349.26
Snapchat	375,045,028	4,566,458	\$ 908,802.00
Google Search	11,218,225	448,176	\$ 1,758,960.49
Google Display	186,731,450	1,057,143	\$317,614.42
YouTube	78,465,984	770,954	\$ 1,264,404.38
			\$ (15,964.75)
Special Projects			\$ 143,792.18
TOTAL	1,082,124,294	9,693,572	\$ 6,287,957.98
Total Web Traffic	Users	Pageviews	
	5,950,568	9,281,515	

Staff shared Happy Mouth Now performance overview from May – July 2020 from Facebook, Instagram and YouTube:

- 7.3 million+ individuals reached
- 43 million+ impressions served
- 8.7 million+ total views
- 450K+ clicks, reactions, shares, comments, etc.
- 250K+ users to the website

Staff also shared that the CAP FY21 strategy will include optimizing current paid efforts and working to enhance AAO’s organic presence via content development.

Member marketing

Brecht Mulvihill shared an FY20 performance overview on member communication, this included the addition of a texting communication option, average email open rates over 40%, click rates just shy of 20% and an 88% member email subscription rate.

Member generated content was also discussed, particularly the relaunch of the AAO Podcast. Staff to brainstorm format and logistics in the upcoming weeks. COC encouraged to share ideas and content recommendations.

Discussion was also had, via chat, regarding email frequency of AAO as well as affiliates. Staff to investigate and conversation to be taken offline with membership subcommittee.

Membership Subcommittee to take AAO/affiliate email frequency conversation offline and provide update during the September meeting.

Anti-bullying initiative

Anti-bullying initial creative concepts (social media posts, posters, landing page, t-shirt design, etc.) and communication planned were shared with COC. COC suggested clarifying language, simplifying landing page and

Staff and Anti-bullying Subcommittee to review concepts offline and provide COC update via

	reconsidering “teeth stick together” messaging. Staff will address concerns offline with Anti-Bullying subcommittee.	email.
New patient brochures	Staff shared that the new patient education brochures are now available for download and purchase online.	Staff launched social media campaign to generate member awareness.
Social media influencers	Staff shared a FY20 Influencer Campaign update, which included three campaigns reaching nearly 2 million individuals and generating nearly 140K engagements. Topics included: No referral needed, Age 7 What to look for in your child’s bite and the safety of returning to the ortho post-COVID. Strategy for FY21 includes launching three campaigns in Sept/Oct, Jan/May with similar talking points.	Social influencer campaigns to continue. Staff to provide upcoming campaign updates via email.
Creative	<p>Staff provided a creative update for FY21 with plans to continue our partnership with Coolfire, with a parent focused video campaign. Staff is in initial concepting phase with Coolfire now and will keep the creative subcommittee updated.</p> <p>Staff provided an update for the Member Stories campaign, which will now coincide with the member renewal campaign through the end of the year. The four videos that remain will be included in member renewal email communication.</p> <p>Staff also shared that the AAO has been asked to partner with NBC for the “Minions Rise of the Gru” and the character Otto (who has braces). Staff is currently in the concepting phase with NBC and will keep the creative subcommittee and COC updated.</p> <p>COC also discussed updating the Informed Consent Patient video and approved the in-house production of the video.</p>	Staff to monitor campaign updates and report back to Creative Subcommittee COC via email. Staff to begin concepting ideas for the Informed Consent Patient Education video.
Subcommittee Assignments	<p>Subcommittees:</p> <p>Web content: Dr. Miller & Dr. Vitkus</p> <p>Creative: Dr. Hughes & Dr. DeLeon</p> <p>Membership: Dr. Dellinger & Dr. Teng</p> <p>Anti-Bullying: Dr. Jorgensen & Dr. Dunn</p>	Staff to continue keeping subcommittee members updated and included in corresponding efforts via email.