



**BOARD REPORT**

**Committee or SIG: Public Relations Committee**

**Chair: Ashley Parish and Ivy Rice, Co-Chairs**

**DATE: July 23, 2020**

**Our accomplishments since the last report:**

STRATEGY #	ACTION TAKEN
Page all umers <b>edia</b>	ALAPTA is currently using Twitter, Instagram, and Facebook as social media outlets.
Page all tial New <b>ght Out</b>	PT Night Out is now in Huntsville, Birmingham, Mobile, Montgomery, and Tuscaloosa. We would like to expand and coordinate night out in various areas so they are not on the same night. Good attendance at most locations (50+).
Page all nt Members <b>quency of Social            unications</b>	The Facebook page has 1592 “likes” which is 300+ more than last year. Twitter has 251. Instagram is a new account with followers.  The need for leaders to share, interact by “reacting” to posts, and even sharing to our personal pages (posting or sharing) would boost the reach and spread the message further.
ocate for ccess to Physical se Consumer Direct Access	
ocate for ccess to Physical se Consumer Direct Access <b>ty Outreach</b>	PT Day of Service- need to do better with advertising on social media. We have been reposted APTA information regarding consumer access.
ide Educational for all to Maximize eing and se Consumer #ChoosePT	Social media hashtags currently being utilized: #APTAAL #PT4AL, (Hashtags to be revised for next direct access push, centennial year).

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#ChoosePT  
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PACER project, Telehealth and other COVID resources shared over social media. Information regarding annual conferen  
conclave, and jurisprudence increased this year. We have more followers from a clinic perspective on our Instagram.

**INCLUDE ADDITIONAL INFORMATION NOT RELATED TO THE STRATEGIC PLAN HERE**

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