

## Lymphedema Association of Saskatchewan Inc. Annual General Meeting May 13<sup>th</sup>, 2020

### Communications Report

The communication duties are shared by several of the executive members. Graham Snell looks after Facebook and Twitter; Verna Schneider looks after the distribution list for Pathways, the website, the LAS e-mail, newsletters and Cross Canada Calls. Marilyn Miller is in charge of working with the advertisers for Pathways.

**Website** – Les Dixon, our web designer, who designed our website 9 years ago and has updated it since then is now retiring. As we started looking for someone to replace Les, we realized that our website likely should be updated. Les agreed to do this for us before he retires. A committee of Graham Snell, Monique Marshall and Kelly Lloyd will review the present website and work with him to update it. It should then be easier to update, and Graham has agreed to do that for us.

A reminder to all LAS members with an email address, there is a “members only” tab that you can access through our website. To find out your password, click on “help” and this will direct you in obtaining your password. In this section there is the LAS Newsletter, Pathways inserts, from Saskatchewan and other provinces and AGM reports. If you are a new member, your email will be added with the next update.

**Pathways Magazine**- LAS has an insert in each quarterly edition. President Kelly writes most of the articles, Marilyn Miller works with the advertisers to ensure that we have their correct information and payments and I send in the distribution list. Everything goes to the Canadian Lymphedema Framework at least 2 months before you receive the magazine. That is why you often do not receive your 1<sup>st</sup> magazine until quite a while after you become a member. If you have any change address, please let us know as soon as possible.

**Newsletter** -I have sent several short newsletters and updates of events to all members when deemed necessary. We still have a few members that do not have a working e-mail, so these newsletters and announcements are mailed.

**LAS E-mail**- I monitor the LAS e-mails, answer them if I know the answer or forward the e-mail to the appropriate individual or organization.

**Cross Canada Calls** -These are telephone calls between the Canadian Lymphedema Framework and the provincial organizations across Canada. These calls update the provincial organizations on the Canadian Framework projects and the provinces share ideas of what is being done in their association and discuss how we can work together to better help lymphedema patients. There has been some change in the CLF recently, that being that they will be run by volunteers only and a few small contracts, rather than employee an executive director. There is some concern about this decision from the provincial organizations.

**Social Media**-The Social Media marketing for the LAS has been going exceptionally well. Other than our website, we are on three social media platforms, Instagram, Twitter and Facebook. Our Facebook group has 326 members right now and we have recently opened it up as a public page to promote sharing of ideas, webinars, positive pictures, quotes and anything Lymphedema related. We do continue to remind our members that this Facebook group is for Lymphedema’s positive promotion and not to be used as an advertising tool or for selling anything.

Our Instagram account, @sasklymph, has 264 followers and our Twitter account, @sasklymphedema has 204 followers. I post similar things on all the platforms just in case some people don't use them all. I'm always looking for content and encourage people to either post on the Facebook page or contact me direct and I can post on the other platforms. I can be reached at [sasklymphedema@outlook.com](mailto:sasklymphedema@outlook.com)

We are also planning an update to our website, [www.sasklymph.ca](http://www.sasklymph.ca) and have a committee of our board members currently working behind the scenes on content, layout, etc and hope to have this site refreshed and updated soon.

Submitted by

Verna Schneider and Graham Snell