

A person's hands are shown writing in a notebook with a pen. The background is a solid purple color. The text is overlaid on the image.

CREATING A *Timeline*

Ashley Lewis, RDN, LDN

President-Elect, Maryland Academy of
Nutrition & Dietetics, 2021-2022

Overview of Committee Structure

▶ **Communications committee manages social media accounts**

- ▶ (Executive director manages eNewsletter)

▶ **“3 is the sweet spot”**

- ▶ 2 co-chairs + 1 member volunteer
- ▶ Alternate weeks assigned for posting
- ▶ Co-Chairs for 30 mins every ~4-6 weeks
- ▶ Additional requests via google form

▶ **Communications committee**

- ▶ Communications Chair
- ▶ Public Relations Chair (Co-Chair)
- ▶ President
- ▶ President-Elect
- ▶ Clinical & Research Division Chair
- ▶ Community & Nutrition Management Chair
- ▶ State Media Representative
- ▶ Executive Director



Calendar Creation Resources

2021-2022 MAND Editorial Calendar

File Edit View Insert Format Data Tools Extensions Help Last edit was yesterday at 11:10 AM

Day	Post Date	Status	Posted by	Topic	Caption
Mon	11/1	scheduled	SK	MAND scholarship - Sara has photos	Congratulations to each of our 2021-2022 MAND Foundation Scholarship Winners! HUGE thanks to both MAND and to the MD Dietetics in Health Care Communities DPG for their extremely generous financial support of our MANDF program this year! Learn more about our scholarships at https://bit.ly/3j2O2Ff
Wed	11/3	scheduled	SK	Action alert: build back better	<p>The COVID-19 pandemic has highlighted the importance of good nutrition and the impact of nutrition insecurity, magnifying the health disparities long-faced by underrepresented communities due to systemic inequities that have manifested in reduced access to health care, healthy food and safe places to be active.</p> <p>The newly negotiated Build Back Better Framework is expected to be voted on in Congress over the next few weeks. If passed, this bill would:</p> <ul style="list-style-type: none">✓ Increase access to free, healthy school meals for nearly 9 million more children for school years 2022 through 2026✓ Expand the Summer Electronic Benefit Transfer program to prevent hunger while school is out for summers 2023 and 2024✓ Support school kitchen equipment and nutrition education as well as the infrastructure for Older Americans Act congregate and home-delivered meals programs

Shared calendar created on google sheet; updates in real time

Content organized by post date, status (scheduled, etc.), posted by, topic, caption, and link to graphic

🗨 Posting Goals & Platform Strategies

Facebook and IG
Twitter fading out
MAND LinkedIn account in development
Canva - content creation
Same content for FB & IG



Consistency is key - Post 3x per week;

More frequently during busier season (Spring - NNM, Annual Meeting)

Facebook Publishing tool - schedule posts to FB & IG

IG Link tree to house links to website, etc.



@eatwellmd



Advocacy ...



BOD Holiday



Nov Netw...



FNCE19 P...



FNCE19 Cl...

Zoom Link for HOD Think Tank Jan 13th at 6pm

2022 MAND Annual Meeting Presentation Proposal Form

ACT now for MNT

RFP for Executive Director MAND

COPE 10th Anniversary Conference 10/6/21

Support the Medical Nutrition Therapy Act

Academy Malnutrition Resources



Call for Speakers

Seeking presentation proposals for our 2022 Annual Meeting

When:

Deadline for Proposals
November 30, 2021

Annual Meeting
Monday, April 4, 2022
Martin's West in Baltimore, Maryland

Link in bio to proposal form

House of Delegates



CRITICAL ISSUE 1:

How do we develop collaborative-ready practitioners across all practice areas?

HOD THINK TANK MEETING
THURSDAY, JANUARY 13TH AT 6PM
LINK IN BIO



Academy Action Center



Act Now to Get the Build Back Better Act Across the Finish Line

eat right. Academy of Nutrition and Dietetics



National Eat a Red Apple Day

