



OPRA Marketing Communications Committee

Tuesday, March 15, 2022

10am-12pm

Agenda

- 1 Introductions
- 2 Presentation: Social Media Guidelines

Presenters:

Diane Evans, Publisher, MyHIPAA Guide, OPRA Member Partner Program

Michelle Bermea, Risk Analyst, MyHIPAA Guide

- We will be discussing employee responsibilities and best practices for social media.

Next Meeting

July 19th

10am – 12pm

It's no secret that the staffing crisis has affected every part of the way we do business. We have had to rethink everything. In this session, John Silfies, former DSP and Founder of Silfies Media will walk you through the importance of telling the stories of your employees in order to find new staff, keep the ones you have and transform the culture of your agency. The voice of the DSP and the people you support are the most powerful voices in our industry and they deserve to have their stories told. Find out the most effective ways to share those stories and give their voice center stage.

