

ASA Social Media Committee - ASA-SMC

(last updated 9-14-24)

Committee Mission

The ASA Social Media Committee aims to promote and market the ASA (American Society of Acupuncturists), primarily via social media platforms, and supports the works of ASA Council, the Board of Directors (BOD) and various committees, along with our national and state partner organizations and ASA's membership-at-large through routine social media engagements and communication tools. The goal is to continue raising awareness, promote activities of ASA as a national unifying and umbrella organization representing state associations of Acupuncture and Herbal Medicine, and cohesively support the greater commonwealth of the acupuncture profession in the U.S.

Committee Priorities

- ✦ Utilize social media marketing, publicity, and other media relations opportunities, such as ASA Annual Meeting (In-Person/Virtual), World Tai Chi and Qigong Day – Last Saturday of every April or Acupuncture and Herbal Medicine Day – Oct 24, etc, to raise awareness and appreciation of ASA-driven (sponsored/co-sponsored) programs, projects, activities, and initiatives.
- ✦ Create creative digital media content (A/V or graphics) to promote the American Acupuncture and Herbal Medicine profession as public education in general (may include testimonials, animations, etc).

2024-25 Goals:

Short-Term:

- ✦ Obtain >100 viewer reaches per each important social media post
- ✦ Promote and bolster the ASA web presence
- ✦ Promote and bolster ASA national events and state-related events through social media postings regularly (monthly/weekly)
- ✦ Promote ASA Instagram and other social media (Tiktok, Reels, etc) outreach by posting regularly (monthly/weekly)

Long-Term:

- ✦ Work with the Membership Committee to develop a new ASA-administered annual award to recognize a member state for superior achievements in raising public and policymaker awareness and appreciation of acupuncture on an annual basis.
- ✦ Create messaging awareness and communication “kits” and make them available for all ASA committee members to utilize.
- ✦ Create a hub of acupuncture-advocating digital content (sharable via social media)

Roster:

*Louis Lei Jin (Chair)

*Jeff Bloom (Vice Chair)

*Alexandra Russell

*Amber Redding

