

## **Ontario Association of Public Health Nursing Leaders is Seeking Expression of Interest: Website and Social Media Strategy**

### **PURPOSE**

The Ontario Association of Public Health Nursing Leaders (hereinafter referred to as OPHNL) is seeking expression of interest (EOI) for the development/redevelopment of the OPHNL website and social media strategy.

### **BACKGROUND**

OPHNL members are public health nurses employed at the management level across Ontario. Formed in 2015, the association is the combined voice for two original groups: (a) the Association of Nursing Directors, Supervisors of Official Health Agencies, and (2) the Chief Nursing Officers Group.

This project will be to develop/redevelop the OPHNL website and social media strategy that communicates the vision, mission, and strategic plan of the association, provides information relevant to public health nursing leaders; and attracts new members to the association.

Currently OPHNL has a twitter account and two websites: (a) [www.ophnl.org](http://www.ophnl.org) is the public facing website, (b) the members only section is hosted on wildapricot.org.

NOTE: Two separate projects are currently planned/underway and are linked to but out of scope for this project. These projects include: (a) OPHNL Strategic Direction, and (b) Recovery and Reimagining Public Health with Nursing Leaders.

### **SCOPE OF WORK**

This project will be to develop a website and social media strategy for OPHNL that clearly articulates the vision, mission and strategic direction of the association, provides information relevant to public health nursing leaders; and attracts new members to the association.

#### **Objectives:**

1. Meet with OPHNL Executive Committee members to discuss and confirm content and features to include on website and communication objectives for social media strategy.
2. External facing website that is user friendly, leverages other multi-media platforms and clearly communicates (1) the vision, mission and strategic plan of the association, and (2) information relevant to public health nursing leaders.
3. Internal facing online platform to allow communication and document sharing between association members
4. Social media strategy

### **QUESTIONS AND INQUIRIES**

Inquiries regarding this call for EOI are to be directed to Jen Vickers-Manzin, President OPHNL at 905-981-4732 or email to [jennifer.vickers-manzin@hamilton.ca](mailto:jennifer.vickers-manzin@hamilton.ca)

### **SUBMISSION INSTRUCTIONS**

EOIs can be submitted to OPHNL by email to [flawal@wechu.org](mailto:flawal@wechu.org) c/o Felicia Lawal, Treasurer of OPHNL by August 15, 2022.