# \\www.societysource.org@SSL\DavWWWRoot\sites\CC\CCS\BG\HPVR\Shared_Documents\Updates, Flyer, Logo, and General Templates\HPV-RT Assets_Logos_Style Guide_Letterhead_PPt Templates\Logos and Style Guide\Standard-Logo-RGB.jpgAgenda

Aug. 1, 2018 at 2 p.m. ET

Communications Committee

**ATTENDEES**

**Task Group Members:**

**Not able to join**:

1. **Updates from members – Round Robin**
2. **Updates on 2018 Power to Prevent HPV Cancer** – Jennifer Sienko
* /Power - 3,521 pageviews July 2018 (34.37% of total pageviews)
* 1,711 Sessions (period of time a user is actively engaged with your website)
	+ 83.46% of sessions were new sessions (estimation of first time visits)
	+ 1428 New Users
	+ 00:01:39 Average Session Duration
* 53.22% of people visiting HPVRoundtable.org entered through our /Power page
* Weekly emails for July
	+ Total of 3,424 emails delivered in July
	+ Week 1 – Announcement
		- 850 emails delivered
		- 2,228 total opens (354 unique opens)
		- 395 total forwards (102 unique forwards)
	+ Week 2 – Office Staff
		- 847 emails delivered
		- 2,521 total opens (314 unique opens)
		- 424 total forwards (67 unique forwards)
	+ Week 3 – Small Practice
		- 846 emails delivered
		- 1,471 total opens (311 unique opens)
		- 261 forwards (38 unique)
	+ Week 4: Dental (in progress)
		- 881 emails delivered
		- 2,089 total opens (276 unique opens)
		- 644 Total forwards (57 unique forwards)
* Twitter
	+ 50.9% increase in tweet impressions
	+ 39.8% increase in profile visits
	+ 52 mentions
	+ 78 new followers



1. **Resource for Journalist**
2. **HPV Roundtable Updates**
* Please create your [member profiles](http://hpvroundtable.org/member-login/) on HPVRoundtable.org

# Tip Sheet for Journalist - Outline

## Key Facts about HPV

### HPV Vaccine Effectiveness

### HPV Vaccine Recommendations

### HPV Vaccine Uptake

### HPV Infection

## Images and Infographics

## Data and Research

## Interview Sources

## Spokespersons

## Additional Resources

## Potential Story Ideas