



## **Communications Report**

**From:** Amanda Bruck, MS

**To:** NJAFP House of Delegates

**Our Magazine** - *Perspectives: A View of Family Medicine in New Jersey* was published three times in 2025, continuing to serve as a cornerstone of NJAFP's commitment to informing and engaging our members. Each issue provided valuable insight into the pressing issues, policy developments, and success stories shaping family medicine across the Garden State.

In addition to our print and digital publications, our **bi-weekly e-newsletter** *Your Academy in Action* served as a consistent and timely source of updates, delivering the latest Academy news, events, and advocacy efforts directly to our members' inboxes throughout the year.

NJAFP also maintained a **strong and growing presence on social media**, connecting with members and the broader healthcare community through Facebook, Instagram, LinkedIn, and X (formerly Twitter). Our platforms were used to share timely updates, spotlight member achievements, and amplify public health messaging. A snapshot of our top-performing posts and social media insights can be found on the following pages.