



PRISM

Committee

PARM Relations, Image and Social Media

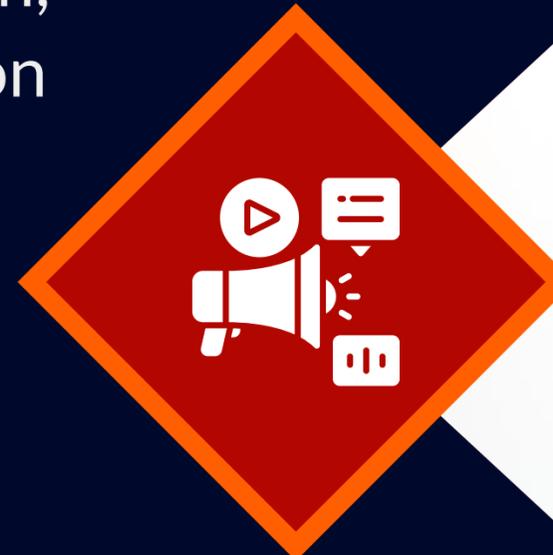
DEFINITION OF TERMS:

PUBLIC IMAGE:

The general impression of a famous person, or organization which identifies the opinion that many people have of a person or organization.

PUBLIC RELATIONS:

The professional maintenance of a favorable public image by a company or an organization or a famous person. Industries dedicated to helping organizations and individuals communicate, assemble people, implement research to reach target population and achieve mission vision are called **Public Relations firms (PR Firm)**.





Public Relations (PR) firm

The main goals of a PR firm are:

1. Brand awareness
 2. Reputation management
- 

DEFINITION OF TERMS:

DIGITAL MEDIA:

Any form of media that uses electronic devices for distribution which can be created, viewed, modified, and distributed via electronic devices. It is commonly used as software videos, websites, social media and online advertising.

WEBSITE:

A set of web pages located under a single domain name, typically produced by a single person or organization.





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PARM

[#wearePARM](#) [#wearePaRM](#)

Philippine Academy of Rehabilitation Medicine

Active National Society Member, International Society of Physical and Rehabilitation Medicine (ISPRM) Active Member, Asia-Oceanian Society of Physical and Rehabilitation Medicine (AOSPRM) Specialty Society, Philippine Medical Association (PMA)

Established in 1974, the Philippine Academy of Rehabilitation Medicine (PARM) is the national & sole medical specialty society of Physical and Rehabilitation Medicine (PaRM) physicians, known as Physiatrists. With around 500 members across the archipelago, the academy provides quality service for patients to achieve optimum functional ability, through its leadership role in education, practice, research, and advocacy in the field of Physiatry.

WEBSITE:

The official website of the Philippine Academy of Rehabilitation Medicine:
parmofficial.com

DEFINITION OF TERMS:

SOCIAL MEDIA:

Websites and applications that enable users to create and share content or to participate in social networking.



INFORMATION TECHNOLOGY:

The study or use of systems especially computers and telecommunications for storing, retrieving, and sending information.



Specialists in this field are called **Information Technologist**



**The website will showcase the
following:**



**PARM MISSION, VISION
AND CORE VALUES**

The website will showcase the following:



OFFICIAL ROSTER of PARM Members

in good standing including fellows, diplomates, associates, and resident members



PARM DIRECTORY OF PHYSIATRISTS

which helps identify place of clinical practice and geographic distribution



PARM BULLETIN

which features calendar of activities, programs, projects of the national organization, chapters, councils, committees, training institutions, hospitals and clinics offering Physical and Rehabilitation Medicine.

The website will showcase the following:



PARM HIGHLIGHTED EVENTS

which includes scientific conferences, meetings, workshops and other relevant programs



PARM EXEMPLARS

which includes members who receive awards, and citations in the national and international arenas



PARM CLINICAL PRACTICE GUIDELINES

The website will showcase the following:



PARM RESEARCH PROGRAMS

which includes didactics, workshops, and scientific research fora



PARM PROCEEDINGS RESEARCH JOURNAL



PARM ADVOCACY PROGRAMS

which includes community outreach, social responsibility programs, and projects for differently abled individuals

The website will showcase the following:



**PARM
FELLOWSHIP
SUBSPECIALTY &
RESIDENCY
TRAINING
UPDATE**



**PARM
EMPLOYMENT
OPPORTUNITIES**



**PARM
HISTORICAL
HIGHLIGHTS AND
MILESTONES**

which includes trivia and facts
about the organization and its
members

WEBSITE ADMINISTRATION:

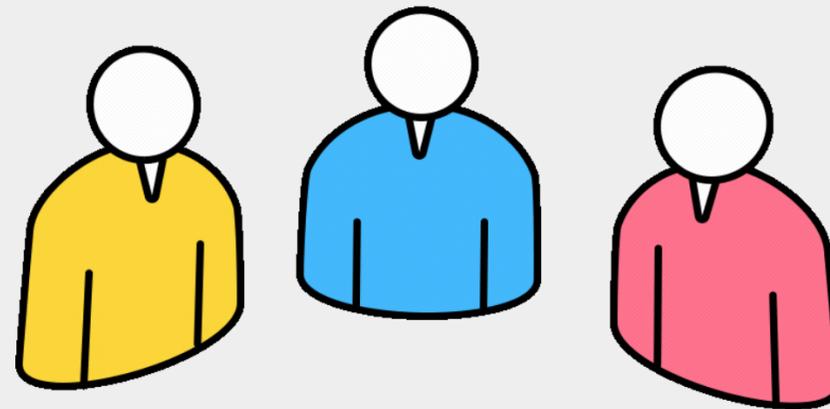
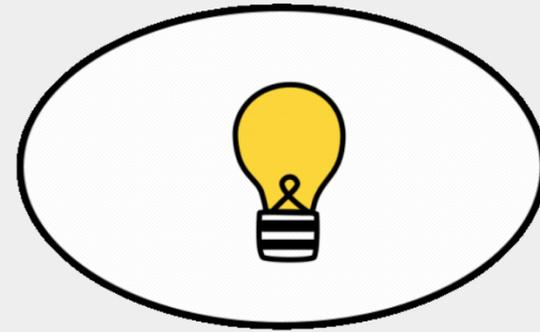


CONTENT CREATORS

The content of the website will be handled by the PRISM Committee appointed by the PARM executive committee.



PRISM Committee



Chair

Co-chair

Presidents of the
PARM chapters

Other appointed
PARM members

PR firm strategic
and technical
support staff

Information
Technologist (IT)

GOALS OF PRISM COMMITTEE



REPUTABLE MEDICAL SPECIALTY

household name in the
management of patients



EDUCATE THE PUBLIC

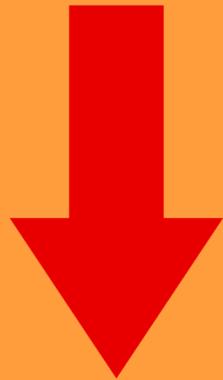
strengths and unique
capabilities of PARM
Physiatrists



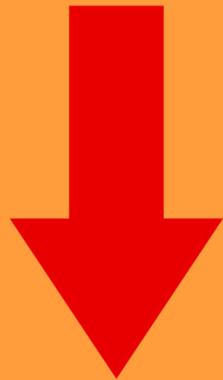
PARM AS AN ACADEMY

forefront of research,
utilizing evidence based
clinical practice

PROCESS FLOW OF WEBSITE ADMINISTRATION:

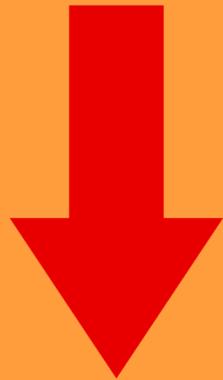


The content of the PARM website will be envisioned, created and designed by the PRISM Committee.



All article contributions shall be submitted to the official email address of the PRISM Committee.

PROCESS FLOW OF WEBSITE ADMINISTRATION:

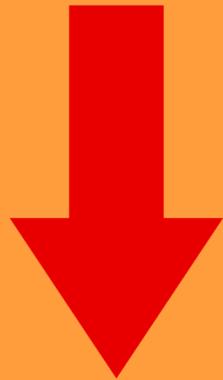


All written and uploaded information shall be duly approved by the PARM executive committee prior to information dissemination.

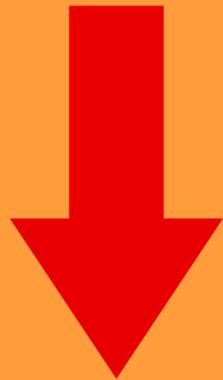


The approved information will then be uploaded by the technical support staff/IT.

PROCESS FLOW OF WEBSITE ADMINISTRATION:



The content of the website shall be regularly updated at least every 4 weeks.



Screening of public comments will be enforced by the PRISM Committee.

SOCIAL MEDIA:

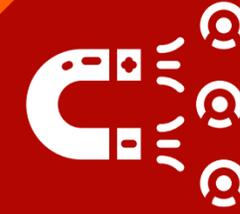
The PARM social media platform should be limited to:

01. PARM official Facebook page
02. PARM official TikTok account
03. PARM official YouTube account
04. PARM official Instagram account
05. PARM official Viber Community
06. PARM official Messenger group

These digital media platforms shall be developed in close coordination with the PR firm to unify the image, solidify PARM brand awareness and reputable public image.

These platforms will be developed in succession as seen fit by the PARM PRISM Committee in collaboration with the PR firm to address all target populations and meet the brand image.

Screening of public comments will be enforced by the PRISM Committee.





PRISM

Committee

PARM Relations, Image and Social Media



Pasch B. Celis, MD
Chair



Alex A. Bondoc, MD
Co-Chair



Mel M. Pena, III, MD
Member



Malou F. Tapang, MD
Member



Topher S. Constantino, MD
Member