



International Social Marketing Association (iSMA)

Presidents Annual Report

April 2023 to May 2024

www.isocialmarketing.org

Introduction

The International Social Marketing Association (iSMA) was formed in 2008 and incorporated as a charity / not for profit organisation in 2010 with the purpose of promoting the use and development of best practice in social marketing worldwide for the common good.

The Mission of iSMA is to:

- Advance social marketing practice, research and teaching through collaborative networks of professionals and supporters.
- Educate the public, organisations, professionals and governments about the value of social marketing to facilitate behavioural change and social progress.
- Develop, document and market international standards in social marketing theory, research, and practice.
- Encourage and enable wider use of social marketing in addressing complex social issues.
- Foster and support the development of local, national and regional social marketing associations.

President's Statement

In this report you will find details of how iSMA has contributed to the delivery of its mission over the last year. 2023 - 2024 has been a challenging time for the world with the ongoing impact of the global pandemic, environmental degradation, conflicts as well as multiple social and economic shocks. Over the last year social marketers have made a significant contribution to addressing all these global challenges and iSMA and its affiliated associations and collaborating networks have implemented a number of significant service improvements and professional development opportunities to assist members and all those interested in applying social marketing as part of the global response to promote wellbeing and sustainability.

The iSMA Board volunteers and committees

Before giving a brief review of some of the major advances and contributions made by iSMA its members, affiliated organisations, and volunteers I want to extend a word of thanks to the iSMA Board. Over the last year the iSMA Board has comprised of the following members:

- Jeff French, President and ESMA Rep
- Carla Rodríguez Sánchez ESMA Rep
- Zenaida Leite elected AfSMA Rep
- Debbie Ellis Nominated AfSMA Association
- Saud Alrakhayes, Communications Committee Chair
- Sharyn Rundle-Thiele Vice President and elected AASM Rep
- Nancy Lee Orbit Subgroups Chair and PNW Rep
- Mike Kujawshi SMANA Rep



- Joy Parkinson Co-chair Professional Development and nominated AASM Rep
- Christene Jennings, Co-chair Professional Development Workgroup and SMANA Rep
- Nathaly Aya Pastrana LAMSO Nominated Rep
- Marisol Alonso Vazquez LAMSO Rep
- Fernando Dos Santos LAMSO Rep
- Maria Raliti AASM Rep

iSMA is fortunate to have a very active set of Board members all of whom make a valuable contribution to determining the strategic direction of iSMA and the prioritization of its work. As part of this work the Board have agreed and signed off a forward strategic plan for the next three years that sets out a set of specific interventions and programmes of work that will be the focus of the associations work in collaboration with its affiliated associations and networks. A copy of the iSMA strategic plan can be obtained by contacting iSMA at: www.isocialmarketing.org

In addition to their work on the Board most members also formally represent affiliated associations so they also act as a vital conduit between iSMA and its constituent associations.

In addition to its working committees focused on Professional Development, Standards, Communication and Membership iSMA is also supported by nine 'Orbit Subcommittees. These committees are focused on promoting social marketing as a philosophy and form of practice. We use the word 'Orbit' to mean raising the profile and acceptance of social marketing as a key element of most social progress interventions.

Over the last year our Orbit sub-committees have been focused on:

iSMA Orbit Sub-Groups	
1	Increase academic course offerings
2	Provide and contribute to a centralized resource for case studies
3	Advocate for social marketing job titles/RFP's
4	Increase awareness of social marketing among elected officials
5	Consider strategic partnerships with foundations, corporations & NGO's
6	Increase social media & internet presence
7	Establish a universal brand Identity for consistent use and promotion by regional & international associations
8	Increase collaboration among academics and practitioners
9	Promoting better science communications include social marketing practices on audience research



The work of the Board and its committees and sub-committees is supported by several volunteers co-opted onto the Board. These co-opted volunteers provide a vital service to the Board as well as their expertise, enthusiasm, and energy. So, a big thank you to our Board co-opted members for their work over the last year:

- Angela Makris, Board Secretary
- Karis Schoellmann, Treasurer
- Franco Sancho Co-chair Professional development
- Leonidas Skerletopoulos, Acting Membership and Volunteer Chair
- Yue XI Chair of Communications
- Christene Jennings Editor iSMA Newsletter
- Eduard Jacobson Webmaster
- David Cutter Webinars tech support

Supporting professional practice

iSMA is a federated organization established to assist its membership organisations in their work of promoting good practice in social marketing. I am delighted to be able to report that iSMA assisted the Latin American Social Marketing Association in the staging of the World Social Marketing conference in Colombia, the first such conference in Latin America. Over the last year iSMA has been supporting the development and promotion of the SMANA conference to be held in May 2024 in Florida USA, and the European Social Marketing conference that will be held in Slovenia in November 2024. iSMA is currently working on the development of the next two World conferences that will be held in Spain in 2025 and Thailand in 2027.

I am pleased to report that the last year iSMA succeeded in developing further its professional guidance for members. After a lot of work by the Board committee, Orbit Sub-committees, and volunteers iSMA has published a further seven best practice guides and services focused on:

1. Ethical principles and their application in Social Marketing [Statements - International Social Marketing Association \(iSMA\) \(isocialmarketing.org\)](#)
2. Social Marketing professional Standards [Statements - International Social Marketing Association \(iSMA\) \(isocialmarketing.org\)](#)
3. Social Marketing course accreditation and review scheme www.isocialmarketing.org
4. Social Marketing global portal case study service www.isocialmarketing.org
5. Social Marketing Brand Platform guide www.isocialmarketing.org
6. Social Marketing course directory [20211122 Social marketing education and trainings - Google Sheets](#)
7. Multilanguage translations of the Global consensus definition of Social Marketing [Social Marketing Definition Translations - International Social Marketing Association \(iSMA\) \(isocialmarketing.org\)](#)

iSMA also seeks to capture and share information about social marketing practice, research and related policy intelligence that will help social marketing practitioners and academics. Over the last



year iSMA has increased its social media profile and put more effort into collecting and sharing relevant theory, research, and case study data via its social media outlets. iSMA has also revamped and increased the circulation of its newsletter which is published in a coordinated way with affiliated associations newsletters.

I am also delighted to be able to report that iSMA has continued its relationship with the Social Marketing Quarterly Journal that enables all iSMA and affiliated associations members to have free access to SMQ. During the last year iSMA has also established a working group to develop recommendations about how to use open access publishing to increase both the range and quality of publications in the field.

iSMA is committed to make available a growing range of low-cost, high-quality training options for social marketers around the world. To this end iSMA offers a number of online training options which have increased over the last year. Current online training opportunities can be found at: [Trainings - International Social Marketing Association \(iSMA\) \(isocialmarketing.org\)](https://www.isocialmarketing.org/trainings). iSMA is also committed to making these training services available in a wider range of languages. The scope of training available and language options will be further developed in the coming year.

iSMA has also created an accessible webinar archive on iSMA's YouTube channel. See: [ISMA Webinar Series - YouTube](https://www.youtube.com/watch?v=...). Volunteers to assist with adding to the webinar series are sought, those interested in assisting should contact Franco Sancho of the professional development committee via: www.isocialmarketing.org

The last year has been an exciting and productive time for iSMA with the publication of several key guides and standards together with a great deal of work by all our Board committees and Orbit sub-committees and special working groups. iSMA's contribution to assisting with the development and staging of several excellent conferences and training opportunities has also been a highlight of the last year.

To conclude I want to say a special thanks to all the Board members and volunteers who ensure iSMA carries out its work. I would also like to say a particular thanks to those people who will be rotating off the Board during the coming year.

I come to the end of my current three-year service on the Board and will be ending my time as president in August 2024. I wanted to personally thank all the wonderful people who have helped and encouraged me over the last three years as president. It has been a privilege and honour to serve as iSMA president.

Dr Jeff French
President International Social Marketing Association
www.isocialmarketing.org

Treasurers Report: Karis Schoellmann



As part of our annual reporting we include a financial statement from our Treasures Karis Schoellmann.

iSMA has now been operating as a legal entity since 2010. It is a registered not for profit organization in the USA. All funds generated by iSMA are invested back into delivering its mission to promote the application of effective, ethical and efficient social marketing programmes. The following financial breakdown sets out the financial position over its operating period. For further information regarding this report please contact: www.isocialmarketing.org

International Social Marketing Association	2018	2019	2020	2021	2022	2023
6 Year Income & Expense Report						
INCOME						
Dues/Membership	\$3,943.91	\$5,827.55	\$2,443.64	\$2,429.98	\$881.00	\$2,646.30
Database Consolidation Project Req.Assoc.		\$5,975.00				
Online Courses			\$31,200.00	\$8,542.69	\$6,247.66	\$11,678.74
Conference/Events					\$712.87	
TOTAL INCOME	\$3,943.91	\$11,802.55	\$33,643.64	\$10,972.67	\$7,841.53	\$14,325.04
EXPENSES						
Database Consolidation/Maintenance/Development		\$3,350.00	\$4,845.00		\$2,747.58	\$119.20
Income Processing Fees	\$124.10	\$147.40	\$1,038.02	\$76.26	\$91.23	\$87.49
"Donation"/Tuition Refund	\$29.99		\$1,188.10			
Online Course Instruction & Operations			\$11,500.00	\$9,685.44	\$600.00	\$4,200.51
Promotional Activities/Materials/Items				\$31.77	\$375.75	\$798.49
Stipends-Volunteer Operational Support	\$245.44			\$491.04		
Travel	\$375.35					
Webinar/Online Meetings	\$4,106.93	\$1,251.59	\$659.88	\$788.92	\$659.88	\$668.88
Website Member Database (Memberclicks)	\$3,270.54	\$3,377.86	\$3,568.63	\$3,681.25		
Website Maintenance					\$2,131.36	\$2,005.36
Website (Siteground & DHN hosting)	\$695.59	\$304.27	\$407.33	\$116.02	\$796.49	\$808.33
Website (Widgets DivLife)	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Other	\$181.80					\$425.00
TOTAL EXPENSES	\$9,059.74	\$8,461.12	\$23,236.96	\$14,900.70	\$7,432.29	\$9,143.26
INCOME GAIN/LOSS	-\$5,115.83	\$3,341.43	\$10,406.68	-\$3,928.03	\$409.24	\$5,181.78
Account Balances						
Bank of America	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR	END OF YEAR
PayPal	\$7,188.85	\$10,355.67	\$19,130.27	\$14,924.70	\$13,721.40	\$19,742.27
Stripe	\$239.81	\$404.45	\$2,036.53	\$814.07	\$903.32	\$2,249.50
ACCOUNT TOTALS	\$7,428.66	\$10,760.12	\$21,166.80	\$17,238.77	\$17,648.01	\$22,879.79

Comments questions and any general enquires about this report or any aspect of iSMA work should be sent to:

www.isocialmarketing.org