

The Ladies Board of Inova Loudoun Hospital
Public Relations Committee

January 2025 Report (Presented February 4, 2025)

On social media “Valentines Galore at Twice Is Nice was the top reach on Facebook and Virginia Living Vote for the best of Virginia 2025 was the top post on Instagram. Please like and share the posts, stories and reels on Facebook and Instagram on both the Ladies Board, Riverside Gift Shop and Twice Is Nice pages.

Arlene Kilborn met with Renee’ Brohard, Stacey Bassett, Ro Berner and Patti Sinnen about getting the word out about Nursing Scholarships. Press release went out yesterday for media coverage. Able to have the hospital to make announcements about the scholarships at the hospital management forum, during the safety huddles, put flyers in the break-room, digital signage and to be include in the weekly newsletter. Found out there is a compassion cart that goes around to all the units, hoping to have a flyer on that.

Public relations would like to take a new photo of all the members and the officers at the beginning of the March monthly meeting and to wear Navy blue on top.

On the Ladies Board website members can log in to find information, The current directory, and the Annual Reports since 2014 are on the site. Click on the main page under Ladies Board news, password is: Ladies2025.

Anyone interested in being on the Public Relations committee please contact Patti Sinnen.

Patti Sinnen Chair

Stacey Bassett, Ro Berner, Marantha Edwards, Joylyn Hannahs and Trish Serratore are members.