

TERMS OF REFERENCE: SOCIAL MEDIA COMMITTEE

PURPOSE: Promote the organization and its mission to advance women's sexual health through Social Media platforms

OVERALL RESPONSIBILITIES: Identify and compose content for the organization's social media accounts by providing tweets/posts on a monthly basis, and at scientific and educational activities put on by the organization. Advise on strategic use of or changes to existing social media accounts. Make any recommendations related to current or need for additional social media accounts. Look at social media analytics to determine monitor growth and activity of the social media channels. Help educate members on the use of social media and encourage member engagement.

COMPOSITION:

CHAIR: The Chair is elected by the membership to serve as a voting member of the Board of Directors. The Chair serves a two-year term unless they have been appointed by the Board of Directors to serve out a vacancy.

MEMBERSHIP:

- Members may be identified by the Chair or any Member in good standing may complete the Committee Interest form to be considered for membership of the committee. At the Chair's discretion a proposed committee will be presented to the President for approval. Official invitations will be sent on behalf of the President inviting individuals to serve. Upon acceptance, membership status must be verified, and the person notified that they now serve as a member of the committee.
- To fulfill the purpose of the committee and adequately manage the various responsibilities of this committee, the ideal number of members is 5-8
- The work of this committee may be best served by assigning individuals with certain titles/roles in which they directly support. Those positions and specific responsibilities are:
 - Instagram/Facebook content creators: 2-3 people on the committee devoted to generating content specifically for these apps.
 - X/Threads content creators: remaining committee members who generate content each month to post to these apps. This content tends to focus on a combination of journal articles and lay press/media around female sexual health.
- Committee Members will serve a term of (1 year) or until the term of the Chair ends. A Member may serve consecutive terms but needs to be reappointed by the President on an annual basis.

LIAISONS (updated on an annual basis):

- Executive Committee: Tami Rowen
- Staff: Holly South

COMMITTEE MEETINGS:

- Ideally committees will meet at least twice per year.
- Minutes/Reports: Minutes serve as a record of meetings that take place by the committee. At the request of the Chair and with permission of the participating members, the meeting may be recorded. The committee must submit at least one written report a year, which is typically presented at the Annual Meeting of the Board of Directors. Additional written or verbal reports may be presented by the Chair or at the request of the Executive Committee or Board of Directors.

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COMMITTEE SPECIFIC ACTIVITIES/PROCESSES:

- See Standard Operating Procedures (SOP) for this committee