# Social Media Committee Charter

## Purpose

The Social Media Committee serves the Society through assisting staff in the development and execution of strategy for AUGS programs and services, which includes but is not limited to *FPMRS Journal*, Voices for PFD, and educational programming.

## Ongoing Committee Activities / Committee Charges & Strategies

The committee undertakes the following activities:

### Ongoing Committee Activities

- Identify areas for growth and engagement
- Monitor trends, adjusting strategy as necessary
- Develop social media resources for AUGS members
- Maintenance of social media strategy and deliverables

### Current Charges

- Develop a strategy for social media utilization
- Identify individuals to be highlighted on social media
- Identify member needs for social media
- Develop a plan for content curation

## Roles and Responsibilities

### Chair

- Help structure agenda for meetings.
- Run an effective meeting to ensure involvement of committee members and the advancement of activities and charges.
- Communication with the Board liaison before and after each Board meeting to share updates from the Committee and to hear about new Board initiatives. Report back to the full committee on each discussion with the Board liaison.
- Identify, mentor, and groom the next Chair of the Committee.
- Assist with structure and selection of committee members.
- The chair must not serve on an existing committee or as a member of the *FPMRS* Editorial Board
- Help structure agenda for meetings
- Stay up to date on the latest features of social media tools
- Be an active and knowledgeable user of Facebook, Twitter, and Instagram

### Members

- Be prepared and actively participate in all conference calls and meetings.
- Work on projects as delegated by the Chair.
- Stay up to date on the latest features of social media tools
- Be active users of Facebook, Twitter, and Instagram
- Engage with AUGS’ social media posts
- Participation in FPMRS Journal Tweet Chats

## Workgroups and Other Committee Relationships

The Social Media Committee resides under the Outreach Council.

The Social Media Committee also engages, as needed, with other AUGS Committees to assist with the implementation of the Strategic Plan. These committees may include:

- Membership Committee, Patient Education Committee, *FPMRS Journal* Editorial Board, and educational meeting planning committees

## Expected Commitment

The committee meets monthly via conference call and in person during the Annual Scientific Meeting. Committee members are expected to review all agenda/materials...
### Social Media Committee

#### Committee Charter

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<thead>
<tr>
<th>Committee Members Requirements</th>
<th>Committee Members:</th>
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<tr>
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<td>• Express desire to serve with a special interest in social media.</td>
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<td>• Desire to advance the mission of AUGS.</td>
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<td>• Ability to make the necessary time commitment.</td>
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<td>• Must be a Society member in good standing.</td>
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<td>• Ability to attend and actively participate in conference calls.</td>
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<td>• Actively use Facebook, Twitter, and Instagram</td>
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#### Committee Chair: |

- In addition to the above requirements, when possible, the Chair should have previously served as the Committee Vice Chair.  
- Maintain the latest knowledge about social media trends and offerings

#### Staff Liaison(s)

<table>
<thead>
<tr>
<th>Gabriell Maupin</th>
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<tbody>
<tr>
<td><a href="mailto:gabriell@augs.org">gabriell@augs.org</a></td>
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<td>301-273-0570 ex. 107</td>
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