

**Social Media Committee  
Committee Charter**



<b>Purpose</b>	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 <i>Urogynecology</i> Journal, Voices for PFD, and educational programming.
<b>Ongoing Committee Activities / Committee Charges &amp; Strategies</b>	<p>The committee undertakes the following activities:</p> <p>Ongoing Committee Activities</p> <ul style="list-style-type: none"> <li>• Identify areas for growth and engagement</li> <li>• Monitor trends, adjusting strategy as necessary</li> <li>• Develop social media resources for AUGS members</li> <li>• Maintenance of social media strategy and deliverables</li> </ul> <p>Current Charges</p> <ul style="list-style-type: none"> <li>• Develop a strategy for social media utilization</li> <li>• Identify individuals to be highlighted on social media</li> <li>• Identify member needs for social media</li> <li>• Develop a plan for content curation</li> </ul>
<b>Roles and Responsibilities</b>	<p>Chair</p> <ul style="list-style-type: none"> <li>• Help structure agenda for meetings.</li> <li>• Run an effective meeting to ensure involvement of committee members and the advancement of activities and charges.</li> <li>• 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.</li> <li>• Identify, mentor, and groom the next Chair of the Committee.</li> <li>• Assist with structure and selection of committee members.</li> <li>• The chair must not serve on an existing committee or as a member of the <i>Urogynecology</i> Editorial Board</li> <li>• Help structure agenda for meetings</li> <li>• Stay up to date on the latest features of social media tools</li> <li>• Be an active and knowledgeable user of Facebook, Twitter, and Instagram</li> </ul> <p>Members</p> <ul style="list-style-type: none"> <li>• Be prepared and actively participate in all conference calls and meetings.</li> <li>• Work on projects as delegated by the Chair.</li> <li>• Stay up to date on the latest features of social media tools</li> <li>• Be active users of Facebook, Twitter, and Instagram</li> <li>• Engage with AUGS' social media posts</li> <li>• Participation in <i>Urogynecology</i> Journal Tweet Chats</li> </ul>
<b>Workgroups and Other Committee Relationships</b>	<p>The Social Media Committee resides under the Outreach Council.</p> <p>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:</p> <ul style="list-style-type: none"> <li>• Membership Committee, Patient Education Committee, <i>Urogynecology</i> Journal Editorial Board, and educational meeting planning committees</li> </ul>

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<b>Expected Commitment</b>	<p>The committee meets monthly via conference call and in person during the Annual Scientific Meeting. Committee members are expected to review all agenda/materials prior to each meeting, attend the conference calls as schedule, attend the in-person meeting held during the Annual Scientific Meeting, and engage with AUGS social media posts (likes, shares, comments, etc.)</p> <p>The estimated monthly time commitment is three hours.</p>
<b>Committee Composition</b>	<p>Up to six people plus the Chair and <i>Urogynecology</i> Journal Social Media Editor will support the activities of the Social Media Committee. One position on the Committee should be filled by a junior member who is less than five years post training. An AUGS Board member will serve as a liaison to this Committee.</p>
<b>Committee Terms</b>	<p>All committee members serve a one (1) year term and are eligible for reappointment for up to two additional consecutive terms (up to three years of service). Terms run January 1 – December 31. The Committee Chair and Vice Chair each serve a three-year term.</p>
<b>Selection/ Appointment</b>	<p>Members are appointed by the AUGS Governance Committee with input from the Committee Chair. The Committee Chair is selected by the Governance Committee. Committee member selections are approved by the Board.</p>
<b>Committee Requirements</b>	<p>Committee Members:</p> <ul style="list-style-type: none"> <li>• Express desire to serve with a special interest in social media.</li> <li>• Desire to advance the mission of AUGS.</li> <li>• Ability to make the necessary time commitment.</li> <li>• Must be a Society member in good standing.</li> <li>• Ability to attend and actively participate in conference calls.</li> <li>• Actively use Facebook, Twitter, and Instagram</li> </ul> <p>Committee Chair:</p> <ul style="list-style-type: none"> <li>• In addition to the above requirements, when possible, the Chair should have previously served as the Committee Vice Chair.</li> <li>• Maintain the latest knowledge about social media trends and offerings</li> </ul>
<b>Committee Members</b>	<p>Ian Fields, Chair  Cassandra Kisby, Vice Chair  Karl Jallad, Social Media Editor  Miriam Toaff  Kate Woodburn  Stephanie Glass Clark  Elizabeth Southworth  Lisa Dabney  Aldene Zeno  Jena Hall  Deborah Levy  Shazia Malik</p>
<b>Staff Liaison(s)</b>	<p>Stephanie Paxson  <a href="mailto:stephanie@aug.org">stephanie@aug.org</a></p>