

**Social Media Committee
Committee Charter**



Purpose	The Social Media Committee advances AUGS’ mission by amplifying the Society’s voice across digital platforms. The Committee develops and executes strategies to increase engagement, share educational resources, highlight priorities, and promote community connection.
Ongoing Committee Activities / Committee Charges & Strategies	<p>The committee undertakes the following activities:</p> <p>Ongoing Committee Activities</p> <ul style="list-style-type: none"> • Develop and maintain AUGS’ social media strategy, adjusting for trends and emerging platforms. • Create and curate content to elevate the subspecialty, promote member engagement, and support patient/public outreach. • Coordinate with other committees and the <i>Urogynecology</i> journal editorial Board to amplify messaging and ensure consistent engagement. • Promote AUGS’ Social Media presence across platforms (e.g., website, Annual Meeting, etc.) and encourage follower growth. <p>Specific Committee Charges:</p> <ul style="list-style-type: none"> • Establish and guide a Social Media Engagement Team—working closely with AUGS staff—to set structure and provide direction for a group of volunteers dedicated to amplifying AUGS’ voice across digital platforms. Recruit volunteers once established. • Develop a process for responding to requests for engagement from other AUGS Committees. • Develop ideas and strategy for how AUGS can increase patient and public awareness of pelvic floor disorders and the subspecialty.
Roles and Responsibilities	<p>Chair</p> <ul style="list-style-type: none"> • Structure agenda for meetings. • Run an effective meeting to ensure involvement of committee members and the advancement of activities and charges. • Maintain open communication with assigned Board liaison regarding committee activities • In conjunction with the committee staff liaison, develop committee report for AUGS Board (3x per year). • Identify and mentor the next Chair of the Committee. • Assist with the selection of committee members. • The chair must not serve as a member of the Urogynecology Editorial Board • Stay up to date on the latest features of social media tools • Be an active and knowledgeable user of Facebook, X, and Instagram • Attend bi-annual Outreach Council meeting <p>Vice Chair</p> <ul style="list-style-type: none"> • Support the Committee Chair to ensure responsibilities are met in a timely manner. • Serve as interim Committee Chair in the absence of the Chair. • Recommend to the AUGS Governance Committee individuals to serve as the next Vice Chair. • Ascend to the position of Chair. • Attend bi-annual Outreach Council meeting

**Social Media Committee
Committee Charter**



	<p>Members</p> <ul style="list-style-type: none"> • 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, X, and Instagram • Engage with AUGS’ and Urogynecology’s social media posts by resharing, liking, and/or commenting • Maintain confidentiality and avoid sharing AUGS information, processes, and work product outside of AUGS • Actively participate in ongoing committee activities as outlined above under ongoing Committee activities, charges, and strategies
<p>Workgroups and Other Committee Relationships</p>	<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: Membership Committee, Patient Education Committee, DEI Committee, <i>Urogynecology</i> Journal Editorial Board, and educational meeting planning committees.</p> <p>The committee oversees the Social Media Engagement Team.</p>
<p>Expected Commitment</p>	<p>The committee meets 4-6 times per year via conference call and attends 1-2 meetings with the Social Media Engagement Team. Committee members are expected to review all agenda/materials prior to each meeting, attend the conference calls as scheduled, and engage with AUGS social media posts (likes, shares, comments, etc.)</p> <p>The estimated monthly time commitment is three hours.</p>
<p>Committee Composition</p>	<p>The Committee is comprised of a Chair, Vice Chair, <i>Urogynecology</i> Journal Social Media Editor, and 2-3 additional members. One position on the Committee should be filled by a junior member who is less than eight years post training.</p> <p>1-2 additional committee slots may be open to a Fellow at the discretion of the Governance Committee. Total committee size should be considered.</p>
<p>Committee Terms</p>	<p>Terms run January 1 – December 31.</p> <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).</p> <p>The Committee Chair and Vice Chair each serve a two-year term. The Vice Chair ascends to the role of Chair upon completion of their term as Vice Chair.</p>
<p>Selection/ Appointment</p>	<p>Members are appointed by the AUGS Governance Committee with input from the Committee Chair and Vice Chair. The Committee Chair is selected by the Governance Committee with recommendations from the current Chair and Vice Chair.</p>

**Social Media Committee
Committee Charter**



Committee Requirements	<p>Committee Members:</p> <ul style="list-style-type: none">• Express desire to serve with a special interest in social media.• Desire to advance the mission of AUGS.• Ability to make the necessary time commitment.• Must be a Society member in good standing.• Ability to attend and actively participate in conference calls.• Actively use Facebook, X, or Instagram• Must adhere to AUGS Conflict of Interest and Disclosure policies. <p>Committee Chair:</p> <ul style="list-style-type: none">• 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)	Stephanie Paxson stephanie@aug.s.org