



SOCIAL MEDIA COMMITTEE TERMS OF REFERENCE

Mandate

Recognizing that CAPWHN members and stakeholders are increasingly turning to social media for information, the committee will develop a social media strategy as a tool to drive effective communication to enhance and advance CAPWHN's mission and goals.

Goal

The goal of the CAPWHN Social Media committee is to identify a social media strategy in order to

- Increase awareness of CAPWHN's mission and goals
- Increase engagement of CAPWHN members and its stakeholders
- Share credible information regarding perinatal and women's health
- Advertise and promote CAPWHN products, services, programs and education events
- Promote relevant stakeholder programs and services
- Share insights, develop expertise, and foster best practice through the exchange and creation of knowledge
- Develop standards for advertising of upcoming webinar , conference and other education events
- To develop CAPWHN branding to transmit credible and relevant information to members and non-members

Responsibilities

The workgroup will:

1. Identify the appropriate social media tools to achieve CAPWHN's mandate and make recommendations regarding how and when each of these can be used
2. Develop guidelines/policy/protocol for posting and/or sharing materials as necessary
 - Clarify the intended social media audience
 - Determine evaluation metrics
 - Determine a process to identify social media champions among its membership
3. Provide input and recommend activities to engage and mobilize staff and Board members in the implementation of this strategy
4. Plan and prepare monthly posts for CAPWHN's social media platforms
5. Increase CAPWHN membership



Membership

The committee shall consist of:

- 1-2 members for every region (BC/AB/YT, MB/SK/NWT/Nun, Ontario, Quebec, Atlantic)
- 1-2 Board members
- The Executive Director

Note: all committee members must be current CAPWHN members

Frequency of Meetings

The committee shall meet on a monthly basis for a period of 3 months then will be re-evaluated.

Quorum

A majority (50% +1) of committee members shall constitute a quorum.

Reporting

The committee chair shall provide regular updates to the Board and present the final strategy for approval. Minutes of each meeting will be recorded and retained by the Chair and the Executive Director.