

POLICY/PROCEDURE NUMBER:

C – 6.2

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Terms of Reference

Social Media Committee

1. Purpose:

1.1 The purpose of the Social Media Sub-Committee is to promote the organization by showcasing chapter events, networking opportunities, training sessions and member benefits with the goal of increasing and maintaining membership utilizing the approved CHES social media platforms. The Social Media Sub-Committee is a sub-committee of the Communications Committee.

2. Definitions:

3. Responsibilities:

- 3.1 Maintain/moderate CHES social media platforms.
- 3.2 Create and post relevant social media content in alignment with CHES activities, aligning to promote webinars, etc., with a goal of at least two (2) posts monthly.
- 3.3 Work with local Chapter Representatives to develop social media content to promote chapter events and provide relevant regional content.
- 3.4. Provide Communications Committee with a quarterly Analytics Report highlighting social media platform engagement (postings, follows, forwards), trends and a social media plan for the upcoming quarter.

4. Meetings:

- 4.1 Meetings of this sub-committee will be held quarterly by electronic means or at the discretion of the chair.
- 4.2 The CHES National Office will be responsible for recording minutes of each meeting. Minutes shall clearly identify meeting participants, decisions made, items requiring further action and persons responsible for follow-up action, and recommendations to the Communications Committee.
- 4.3 All minutes will be shared electronically with the sub-committee members and the Chair of the Communications Committee.

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4.4 A quorum of the sub-Committee present at the meeting shall consist of at least two (2) members of whom one (1) must be the Chair.

5. Membership:

- 5.1 Sub-Committee Members will be elected for a two-year (2) term, for a maximum of two (2) terms.
- 5.2 Sub-Committee Members who have served for two terms will be eligible for re-election after a one-year hiatus, with the exception of those who have served as Vice Chair and Chair (see 3.4.4 below).
- 5.3 Sub-Committee Member terms will be staggered so that half of the membership of the sub-committee is elected every year (i.e., at least one (1) member elected one (1) year, and at least one (1) the next).
- 5.4 Sub-Committee members will vote on a Vice-Chair from the existing Sub-Committee Members on alternate years to that of the CHES Executive elections.
 - 5.4.1 The Vice-Chair will succeed the Chair
 - 5.4.2 Transfer from the Chair and Vice-Chair ideally should occur on alternate years to that of the CHES Executive elections in order to maintain an overlap year with the Executive elections.
 - 5.4.3 The term of the Chair and Vice-Chair shall be two years.
 - 5.4.4 The limit on the number of terms is extended to 3 successive terms when a person is elected as Chair or Vice-Chair to ensure succession planning and support.
- 5.5 The sub-committee will be comprised of the following members:
 - 5.5.1 Chair
 - 5.5.2 Vice Chair
 - 5.5.3 Chair, Communications
 - 5.5.4 National Office Representative
 - 5.5.5 CHES Chapter Representative (to be solicited first through appointment from Chapters (one per chapter). Should there not be adequate chapter representatives, the sub-committee can solicit directly to the membership through an Expression of Interest

Approved March 2022

Re-Approved by National Board September 2022

Revised September 2024