

Chapter 26: Social Media and Outreach Committee

I. Purpose

The purpose of the Social Media Committee is:

- A. Effectively and efficiently promote GODORT efforts, members, and relevant government information in a timely manner.
- B. Maintain all GODORT social media accounts.
- C. Assess social media engagement analytics.
- D. Actively solicit social media content from GODORT committees.
- E. Curate, schedule, and formally post social media content in appropriate social media channels.

II. Organization

In accordance with the GODORT Bylaws (Article IV, Section 1), all appointments begin at the start of new business at the Steering Committee meeting of the annual conference.

The Social Media Committee is composed of six members:

A. Chair/Social Media Manager --

The Chair/Social Media Manager shall be appointed by the GODORT Chair with the approval of the Steering Committee. The Chair/Social Media Manager will serve a two-year term: one year as Assistant Chair, followed by one year as Chair.

B. Assistant Chair/Social Media Manager --

The Assistant Chair/Assistant Social Media Manager shall be appointed by the GODORT Chair with the approval of the Steering Committee. The Assistant Chair/Assistant Social Media Manager shall serve a two-year term, starting first as the position of Assistant Chair, then Chair.

C. Members

Three members shall be appointed by the GODORT Chair in consultation with the GODORT Steering Committee. One member from the Technology Committee and one member from the Membership Committee will be recommended and serve as Representatives; and one member will be selected as a member-at-large. Members will serve one-year terms, with the possibility of a one-year renewal.

III. Committee Officers and Duties

See Chapter 1: Conferences; Chapter 2: Communication & Correspondence; Chapter 3: Steering Committee.

A. Chair/Social Media Manager

1. Is the account holder of all active GODORT social media platforms.
2. Is required to have an active ALA Connect account for Steering communication.
3. Has access to the committee's email account. The Chair/Social Media Manager and Assistant Chair/Assistant Social Media Manager can distribute log-in information to other members of the committee if access facilitates workflows.
4. At conference: Submits committee's minutes in format as described in PPM Chapter 1: Conferences (Article III, Section D) to the GODORT Secretary by the deadline specified by Steering. If this deadline is missed, the Committee Chair is responsible for making print copies to bring to Membership Meeting (50 for Midwinter, 100 for Annual Conference).
5. Has responsibility for security of the accounts by maintaining passwords, access permissions, and monitoring account activity.
6. Maintains working documents, calendar, and manual for the committee and makes information available to GODORT Committees and officers.

B. Assistant Chair

1. Has access to all active GODORT social media platforms.
2. Is required to have an active ALA Connect account for Steering communication.

B. Secretary

While not an official position, it is helpful to the Committee Chair/Social Media Manager to ask for a committee member to serve as secretary for either a single meeting or the term of their appointment to the committee.

1. Secretary takes the minutes of the meetings as described in PPM Chapter 1: Conference, Article III, Section D.
2. Secretary submits the draft minutes to the committee Chair at the end of the committee's meeting.

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