

Approved By: Board of Directors	Effective Date: 2/17/2017
Last Revision Date:	
Policy Name : (BOD) Communications Committee Charter	

Purpose Statement: Purpose shall be to communicate with SAVMA’s membership and local media through the integration of the organization’s fundraising, marketing, and service delivery activities.

Scope: Appointment to the committee is one year. Committee activity occurs February- January to give the next committee planning time.

Responsibilities:

1. Ensures timely and effective communication to members and non-members of items of interest, including regular monthly meetings, audio conferences, special gatherings and learning opportunities. Communication methods include both print and electronic.
2. Manages, maintains, and promotes social media content including but not limited to: Facebook, Twitter, Instagram, LinkedIn
3. Works with the media (promotion of events, feature articles, press releases, etc)
4. Identifies, designates, and trains official SAVMA spokesperson(s)
5. Maintains the integrity and increases the usage of SAVMA brand
6. Coordinates the continuous development of the website
7. Provides content ideas for association wide communications as needed
8. Promotes best/promising practices through various media modes
9. Identifies opportunities for partnership opportunities related to the SAVMA mission
10. Works to ensure 10-15 samples of all items of press, email blasts, and newspaper clippings are included in Communications Chair archives for historical reference
11. Recommend communication related policies to the Board for approval
12. At completion of term provides adequate transition to new membership committee
13. Turn over to committee successors all records and/or property immediately upon completion of term or resignation prior to completion of term

Policies and Key Documents:

- Templates for letterhead, Powerpoint, Name Tags
- Logo (jpeg, png, eps)
- Photo Releases
- Hashtags (Policy and branding)
- Branding Guide
- Talking Points
- Brochure
- Communication and Branding Security Policy

Key Metrics:

- E-mails (open rate, forwards, subscribers, click throughs)
- Subscriber rates to social media
- Social Media Reviews