



Approved By: Board of Directors	Effective Date: 8/14/2020
Last Revision Date: 2/17/2017	
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 and LinkedIn.
3. Works with the media (promotion of events, feature articles, press releases, etc).
4. Trains and supports official Board designated SAVMA spokesperson(s) as needed.
5. Maintains the integrity and increases the usage of SAVMA brand through brand standards.
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 samples of all items of press, email blasts, and newspaper clippings are included in Communications Chair archives for historical reference.
11. Recommends communication related policies to the Board for approval.
12. At completion of term provide adequate transition to new Communications Committee including turning over all records and/or property.

Policies and Key Documents:

- Templates for letterhead, Powerpoint, Name Tags
- Logos (jpeg, png, eps)
- Photo Release (general and individual)
- Hashtags (Policy and branding)
- Branding Guide
- Talking Points
- Brochure
- Communication & Branding Security Policy

Key Metrics:

- E-mails (open rate, forwards, subscribers, click throughs)
- Social Media metrics (click throughs, engagement, etc.)
- Subscribers rates to social media
- Social Media Reviews