



## WEAU Committee Charters

<b>COMMITTEE:</b>	Social Media
<b>MEETING SIZE:</b>	Open
<b>MEMBERSHIP:</b>	Chairperson, Co-Chairperson and members appointed by the President.
<b>CHARGE:</b>	<p>The Committee shall:</p> <ol style="list-style-type: none"><li>1) Assist the WEAU Board and committees by managing and maintaining the association's social media presence, including developing, updating, and posting content across official platforms (including the WEAU Utah LinkedIn profile: <a href="http://www.linkedin.com/in/weau-utah">www.linkedin.com/in/weau-utah</a>);</li><li>2) Monitor engagement metrics and assist with providing reports and recommendations to the President and Board when requested, including an annual summary of activities and performance;</li><li>3) Develop and publish relevant, timely, and engaging content promoting WEAU events, trainings, awards, member spotlights, and other association initiatives;</li><li>4) Create and promote official event hashtags (i.e #WEAU2026AC, #WEAUYPSummit) to increase visibility, engagement, and member participation.</li></ol>
<b>REPORT:</b>	A report should be submitted to the President at or prior to the Annual Meeting which summarizes programs and membership results for the year. Recommendations for the coming year, including committee membership, should be included in the report. Separate reports to the Board on specific activities or programs are appropriate at times.

*Updated March 2023*