

ANNY Website and Social Media Task Force

PURPOSE

The Website and Social Media Task Force of the Assessment Network of New York (ANNY) is an ad hoc work group responsible for optimizing the use of social media for internal and external communications. While other committees will be primarily responsible for developing content, this Task Force will make recommendations regarding content. Additionally, this Task Force will be primarily responsible for the strategic use of the website and social media channels in order to most effectively communicate with stakeholders.

ROLE OF THE WEBSITE AND SOCIAL MEDIA TASK FORCE

- Offer recommendations for message content, especially relating to optimizing content for the communication channels being employed.
- Optimize ANNY's use of social media communication channels (Twitter, LinkedIn, Facebook, etc). Decide whether ANNY will employ communication management tools (e.g. Hootsuite).
- Primary responsibility for assuring that communications are released on determined schedule. Assure that communications from multiple committees or other sources are not competing with one another.
- Recruit and manage volunteers to strategically and intentionally participate in social media messaging relating to ANNY events, membership, and other topics.

COMMITTEE ROLES/POSITIONS

The Website and Social Media Task Force will include both board members and non-board volunteers.

- The Information Officer/Secretary leads this task force.
- Ideally at least one other board member will be an active committee member.
- Two to four non-board volunteers as are needed to fully resource this committee.
- Additionally, the Information Officer may wish to recruit volunteers who don't wish to be full committee members but will participate in messaging initiatives (such as a regularly participating "Tweet team").
- Recruitment, number of volunteers, and tasks assigned will be at the discretion of the Information Officer.

In the course of completing these tasks, the Website and Social Media Task Force interacts and works with the Membership Engagement Committee for any messaging relating to membership, and with the Events Committee about event planning.