



Saskatchewan Cheerleading Association

Committee Terms of Reference

Social Media Committee

NAME & TYPE	Social Media - Standing
COMPOSITION	<p>The Committee shall consist of at a minimum three (3) and at maximum five (5) individuals and must include the following who may vote:</p> <ul style="list-style-type: none"> • Members of the Board of Directors; and • Members of the Saskatchewan cheerleading community <p>The committee chair may invite observers to participate in meetings from time to time as necessary.</p>
SERVING TERMS	<ul style="list-style-type: none"> • Chair: two-year term • If only one other board/committee member is selected, that member will have the option for a one-OR-two-year term • If two or more board/committee members are selected <ul style="list-style-type: none"> ○ Min of one, max of three positions: one year term ○ Min of one, max of three positions: two-year term • Executive Director and/or staff: on-going <p>The call for committee members will be sent in June, application deadlines will be communicated accordingly. Committees will be set by mid-July of each year and run until the new committee is selected the following year.</p>
APPOINTMENT OF CHAIR	The Chairperson shall be a competent member on the committee, who is willing to be the chair and is appointed by the Governance Committee. Alternately, the appointment of the chair may be done by a majority vote of the committee members.
DECISION-MAKING PROCESS	Decisions shall be made by majority vote. Tie votes shall be reported to the Board who shall decide the issue. Voting decisions are final and do not need approval from the SCA board of directors. The Board has the authority to overturn decisions if deemed necessary.
AUTHORITY DELEGATED	To assist in creating and implementing content on all social media platforms consistent with SCA branding guidelines and priorities
TIMEFRAME/ REPORTING/ DEADLINE/DISSOLUTION	The Committee will report to the Board of Directors by forwarding minutes of its meetings to the Board of Directors.
MEETINGS	The Committee will meet monthly or as needed at the request of the Committee Chair.

STAFF SUPPORT	The Committee will receive the necessary staff resources from SCA to fulfill their mandate.
COMMUNICATION WITH BOARD	The Committee will maintain minutes of its meeting and will make those minutes available to Committee members and the Board of Directors. The committee shall give a verbal report at all regular board meetings.
COMMUNICATION WITH EXECUTIVE DIRECTOR	The Committee Chair will communicate with the Executive Director.
SPECIFIC AREAS OF RESPONSIBILITY	<p>The committee will perform the following key duties:</p> <ul style="list-style-type: none"> • Develop a social media distribution calendar with planned activities and responsibilities • Maintain and enhance SCA social media pages, feeds and platforms • Promote the membership value and the SCA brand via social media channels • Raise awareness of SCA events and create virtual conversations around it • Establish and build a virtual community for the SCA through interactive content • Grow the online community by at least 10% annually • Educate followers on all disciplines with-in the sport of cheerleading
APPROVAL REVIEW DATE	<p>Approved on: January 20, 2021</p> <p>Revised and approved on: June 1, 2024</p>
Other	