

Social Media Committee

1. Name

- 1.1. The name of the committee will be the Social Media Committee of the Texas Association for Health, Physical Education, Recreation, and Dance (TAHPERD).

2. Purpose

- 2.1 The purpose of the committee is to promote and expand the mission of TAHPERD through the use of social media. The target audience is current and prospective members and the general public.

3. Organization

- 3.1. The committee will be organized as a standing committee of the Association.
- 3.2. The committee will consist of nine (9) voting members, including the Chair. Members should represent various geographical areas, disciplines in the profession, and levels of education. Preference should be given to members who are experienced in social media and participate on a daily basis. Committee members and the Chair shall be appointed by the President-elect and approved by the Board of Directors. The Executive Director is an ex officio, non-voting member.
- 3.3. Three members shall be appointed annually for three-year terms.
- 3.4. Members who have served a full three-year (3) term may not immediately succeed themselves as committee members.

4. Operation

- 4.1. Oversee the Facebook, Twitter, and any other social media accounts of TAHPERD
- 4.2. Solicit and provide current content for the social media accounts
- 4.3. The committee chair will oversee the schedule and ensure the completion of committee members to rotate the responsibility of administering the social media accounts.
- 4.4. Review the process and operation for the social media accounts each year and make any necessary recommendations to the Board of Directors.
- 4.5. The committee is responsible for monitoring and ensuring compliance of the social media accounts with the guidelines adopted by the Board of Directors.

Adopted by the Board of Directors: April 2014

Amended: November 2022