

# ISPRM OPERATIONAL GUIDELINES - SOCIAL MEDIA TASK FORCE (TF)

February 2020

## 1. Name

ISPRM Social Media Task Force

## 2. Purpose

- ✓ The purpose of this TF is to assist the Society with gathering and selecting content for publication on our Social Media platforms.
- ✓ To ensure promotion and diffusion of PRM news worldwide, latest research, and activities from other ISPRM groups and partners on Social Media through the active participation of selected members.
- ✓ Encourage sharing and engagement of ISPRM posts within the PRM community

## 3. Membership

a. **Number:** unlimited

b. **Mechanism of selection:** Two (2) TF Co-Chairs are recommended by the President's Cabinet of ISPRM and are responsible for coordinating and requesting content based on the ISPRM editorial plan. Other membership categories include:

- **President's Cabinet (PC) Liaison:** an ex-officio member appointed by the PC to facilitate communication and decision-making.
- **Advisor:** a senior ISPRM member (min. 4 years active) with skills and knowledge about Social Media and digital communications in general.
- **Contributor:** Any ISPRM active member already engaged with writing or promoting PRM material, must apply [HERE](#) and be approved by both Co-Chairs.
- **Representative of a National Society:** person appointed by an affiliated National Society to provide updates on their behalf to be published on our platforms.
- **Representative of a Partner Organization:** person appointed by an affiliated Org./Association to provide updates on their behalf to be published on our platforms.
- **Representative of an ISPRM Group:** anyone participating at an event or project for other ISPRM Committee/TF/SIG.

c. **Eligibility:** must be an ISPRM active –registered- member

- d. Communication platform:** the ISPRM website “forums” is the dedicated platform for the TF and after joining, members simply need to be logged in to participate in the discussions and contribute.
  
- e. Terms of appointment:** The term of committee members is two years with a two-term limit.  
May be eligible for membership again after four consecutive years since last service to the TF.

Responsibilities include:

1. Regularly visiting the Forum discussion of the TF and contributing with content.
2. Attending periodic conference calls to discuss the Social Media editorial plan (required for Co-Chairs, Advisor and PC Liaison)
3. Attending in-person business meetings, typically held in conjunction with the annual ISPRM World Congress

**4. Reporting mechanism**

Co-Chairs report to the PC Liaison and Advisor to ensure that the content collected is accurate and is in accordance with the ISPRM’s editorial plan, which is prepared on a monthly or bi-monthly basis (depending on volume of content). Some content may be time-sensitive and require quick review (e.g. onsite updates), the Co-Chair is to email the ISPRM Central Office (cc the PC Liaison and Advisor) with content at least twice a month.

Material submitted must include relevant hashtags and image(s); it will then be forwarded to the persons responsible for publishing our posts on Social Media.