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:

   o **President’s Cabinet (PC) Liaison:** an ex-officio member appointed by the PC to facilitate communication and decision-making.

   o **Advisor:** a senior ISPRM member (min. 4 years active) with skills and knowledge about Social Media and digital communications in general.

   o **Contributor:** Any ISPRM active member already engaged with writing or promoting PRM material, must apply [HERE](#) and be approved by both Co-Chairs.

   o **Representative of a National Society:** person appointed by an affiliated National Society to provide updates on their behalf to be published on our platforms.

   o **Representative of a Partner Organization:** person appointed by an affiliated Org./Association to provide updates on their behalf to be published on our platforms.

   o **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.