



Website, Communications & Social Media Committee Description

Purpose:

This Committee's task is to develop and implement a comprehensive outreach plan to raise the profile of NYSCHSA and promote its activities. To create engaging and informative content that captures the attention of the members and encourages participation through the website, communication and social media (i.e. Facebook, Instagram, X, & LinkedIn).

Time Commitment:

This Committee meets on a monthly basis. Will require bi-weekly review of social media through emails or phone calls outside of monthly meetings.

Responsibility & Procedures:

- Work with other Committees to ensure relevant information is posted on the website
- Updating of website on a continual basis
- Provide adequate information on training, conferences, events, etc
- Promote the Association's initiatives and events
- Review content for uploading to both website and social media.
- Develop and implement social media strategies

Goals:

Provide the most up to date information and communicate that information to our members on a continual basis.

Support:

This committee works with other committees and is highly supported by Association staff

Chair:

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