



### **Purpose**

This committee will be responsible for facilitating communication of ABM's mission and activities to individual ABM members and to the general public, using evolving electronic communications platforms and social media.

### **Function**

The committee will focus on membership and customer engagement through digital communications that include the ABM member listserv, ABM website and blog, and ABM social media platforms.

1. Curate content to share on ABM social media channels
2. Engage with and share AMB content with social networks, listservs or other mediums.
3. Solicit topics and authors for ABM blog posts.
4. Participate in regularly scheduled conference calls, possible in-person meetings, and perform associated duties.
5. Be active, engaged, and accountable.

### **Composition**

The committee will include the chair, ABM Board liaison, and ABM members regular and student members.

Chair: Appointed by the President and confirmed by the board. Committee Chair will serve two consecutive years – year one as Chair-elect and year two as Chair.

### **Chair Responsibilities**

1. Confers with the Director of Membership and Marketing in the planning and execution of committee initiatives.
2. Leads the committee in its planning.
3. Works with blog editor to identify blog topics and authors.
4. Submits annual reports to the Board of Directors.
5. Collaborates with staff to set a meetings schedule and communicate it to the volunteers.

Member term: Two years with rotation so that the committee does not turn over completely in any one year. Members are eligible to serve a second term, with no member serving more than four consecutive years. The goal is to provide flexibility for the volunteers, and to provide annual opportunities for new volunteers to rotate onto the committee while maintaining continuity. If a member misses two meetings in a row, that committee member may be terminated from the committee at the chair's discretion.



### **Members' Responsibilities**

1. Attend meetings and participate in conference calls and respond to email discussions, perform volunteer duties.

### **Procedures**

1. Staff and Chair will review committee roster to determine who will rotate off and who is eligible to serve another term. Eligibility does not automatically mean a committee member will be asked to serve. Staff and the Chair will determine whether a member has been effective, present, and a contributor.
  - a. Staff will work with committee Chair to open a call for volunteers and review applications based on eligibility and competency.
  - b. Select a Chair-Elect from those continuing their service

### **Schedule**

The Communications Committee will meet quarterly via conference call. The group may also meet in-person during the Annual International Meeting for those attending. Additional meetings may be conducted jointly with, for example, the Board, project committee and task forces, and other ABM initiatives, or key stakeholder entities.

This Committee will also use the ABM committee messaging tool on the members' only section of the ABM website to communicate, share content, and develop strategy.

### **Volunteer Responsibilities**

#### Content Curator

- Share relevant and timely articles, social media posts, websites and other content with ABM staff to share with its audience.
- Follow ABM on social media and comment, like and/or share content with your colleagues.

#### Blog Editors

- Identify topics and authors
- Conduct outreach to potential authors with assistance from ABM staff
- Work with chair and staff to identify blog guidelines
- Monitor ABM blog post comments once a week for comments

#### ListServ Monitor

- Make sure questions are being answered and topics shared
- Notify ABM staff of any listserv misconduct