

<b>Purpose</b>	<p>The Social Media Committee serves the association by assisting staff in the development and execution of strategy for PALTmed programs and services, including but not limited to the annual conference and other educational programming, <i>JAMDA</i> and <i>Caring for the Ages</i>, and podcasts and webinars.</p>
<b>Ongoing Committee Activities/ Committee Charges &amp; Strategies</b>	<p>The committee undertakes the following activities:</p> <p>Ongoing Committee Activities</p> <ul style="list-style-type: none"> <li>• Identify areas for growth and engagement</li> <li>• Monitor trends, adjusting strategy as necessary</li> <li>• Develop social media resources for PALTmed members</li> <li>• Maintenance of social media strategy and deliverables</li> </ul> <p>Current Charges</p> <ul style="list-style-type: none"> <li>• Develop a strategy for social media utilization</li> <li>• Identify individuals to be highlighted on social media</li> <li>• Identify member needs for social media</li> <li>• Develop a plan for content curation</li> </ul>
<b>Roles and Responsibilities</b>	<p>Chair</p> <ul style="list-style-type: none"> <li>• Edits and adds to meeting agendas/meeting minutes as appropriate.</li> <li>• Runs an effective meeting to ensure the involvement of committee members and the advancement of activities and charges.</li> <li>• Communicates with the board liaison before and after each board meeting to share updates from the committee and to hear about new board initiatives. Reports back to the full committee on each discussion with the board liaison.</li> <li>• Identifies, mentors, and grooms the next committee chair (typically the vice chair).</li> <li>• Assists with selection of committee members.</li> <li>• Stays up to date on the latest features of social media tools.</li> <li>• Is an active and knowledgeable user of LinkedIn, Twitter/X, and Instagram.</li> <li>• Engages with PALTmed’s social media posts.</li> </ul> <p>Members</p> <ul style="list-style-type: none"> <li>• Are prepared for and actively participate in all conference calls and meetings.</li> <li>• Work on projects as delegated by the chair.</li> <li>• Stays up to date on the latest features of social media tools.</li> <li>• Are active users of LinkedIn, Twitter/X, and Instagram.</li> <li>• Engage with PALTmed’s social media posts</li> </ul> <p>Staff Liaison</p> <ul style="list-style-type: none"> <li>• Creates meeting agendas/meeting minutes and sends to chair for review.</li> <li>• Sends out Doodle Polls and meeting invites.</li> <li>• Takes notes during all meetings.</li> <li>• Work on projects as delegated by the chair.</li> </ul>

## Social Media Committee Charter

<b>Workgroups and Other Committee Relationships</b>	The Social Media Committee engages, as needed, with other PALTmed committees and subcommittees as needed, as well as the editorial boards of <i>JAMDA</i> and <i>Caring for the Ages</i> .
<b>Expected Commitment</b>	The committee meets quarterly via conference calls and in person during the Annual Conference. Committee members are expected to review all agenda/materials before each meeting, attend the conference calls as scheduled, attend the in-person meeting if possible, and like/share/comment on social media posts. Committee members will also be assigned as liaisons to a chosen group to oversee posts for those areas.
<b>Committee Members</b>	Shauna Assadzandi, MD (chair) Cassie Huynh, MD Aleena Shaukat, MD Dayna Hovern, MD Zubair Rahaman, MD Gwen Sampson, NP Tess Bird (Caring Rep.) Brittany Drazich, PhD, MSN, RN (JAMDA Rep.) Casey Rust, MD (JAMDA Rep.)
<b>Staff Liaison</b>	Aimee Key
<b>Board Liaison</b>	Monica Ott, MD, CMD
<b>Committee Requirements</b>	<p>Committee Chair/Members:</p> <ul style="list-style-type: none"> <li>• Express a desire to serve with a special interest in social media.</li> <li>• Desire to advance the mission of PALTmed.</li> <li>• Ability to make the necessary time commitment.</li> <li>• Must be a member in good standing.</li> <li>• Ability to attend and actively participate in conference calls.</li> <li>• Actively use Twitter/X, LinkedIn, and Instagram</li> </ul>