

# **ONTARIO ROPE SKIPPING ORGANIZATION (ORSO)**

## **SOCIAL MEDIA & MARKETING COMMITTEE (SMMC)**

September 2021

### **COMMITTEE MANDATE**

The SMMC is responsible for the internal and external promotion of ORSO.

### **COMMITTEE ROLE**

The Committee will oversee and/or build brand awareness and develop content for communication to its members, stakeholders and partners.

### **AUTHORITY**

The Committee will exercise its authority in accordance with the ORSO bylaws and such additional provisions as set out in these terms of reference. {and will do so without interference from the Board of Directors}. The SMMC will report to the board through the ORSO Sport Development Committee.

### **COMMITTEE COMPOSITION / STRUCTURE**

- Committee members will be appointed by the Board.
- There will be a maximum of five and minimum of three members on the committee
- The Committee will be limited to five members, the majority of whom shall be past or current athletes.
- Experience in social media content development especially from an organizational perspective would be an asset.
- The Chair will be appointed from the membership of the Committee.

### **TERM**

This will be a permanent committee. The term of individual membership will be at the pleasure of the Board.

### **MEETINGS**

Meetings will be held at least quarterly. Meetings will be held via conference call at the discretion of the Chair. Meeting agendas will be set by the Chair. Committee members will submit requested agenda topics to the Chair in advance of scheduled meetings. The Chair will inform the ORSO Board of Directors of the meeting schedule, such that the Board may add items to the agenda when/if required. Meeting materials will be circulated to the Committee members by the Chair via electronic communication (eg: email, Google Docs etc) When required, non-members of the Committee may be invited to participate in a meeting, where their input is considered valuable to a specific agenda topic. The Chair may, if feasible, assign the role of Secretary to a Committee member or may take on the Secretary role

themselves.

## **COMMUNICATIONS**

The Committee Chair or designate will communicate on behalf of the committee internally and externally. Directions of the committee will be noted in minutes/notes of the committee and will be approved by the Board on an as-needed basis.

## **ACTIVITIES**

- Develop an ORSO annual marketing/communications plan with a budget as appropriate
- Develop a long-term marketing and communications plan
- Determine what social media platforms are best to increase awareness for ORSO
- Develop content to be posted on social media platforms to highlight ORSO events, activities and relevant information.
- Determine success markers and goals for ORSO social media accounts
  - Followers
  - Comments
  - Shares
  - Likes
- Research successful jump rope social media and reach out to see if they have tips or tricks to share to impact success markers
- Work with sponsors interested in promoting their interests on ORSO's social media outlets.
- Designate who will be responsible for administering the accounts and posting content
- Create a calendar for social media posts to ensure consistent, interesting, informative and fun content