

Texas Association for Health, Physical Education, Recreation, and Dance

OPERATING CODE FOR SOCIAL MEDIA COMMITTEE

1. Name

- 1.1. The name of the committee shall be the Social Media Committee of the Texas Association for Health, Physical Education, Recreation, and Dance (TAHPERD).

2. Purpose

- 2.1 The purpose is to promote and expand the mission of TAHPERD through the use of social media. The target audience is current and prospective members, and the general public.

3. Organization

- 3.1. The committee shall be organized as a standing committee of the Association.
- 3.2. The committee shall consist of nine (9) voting members, including the Chair. Members should be from various geographical areas, disciplines in the profession, and levels of education. Preference should be given to members who are experienced in social media and participate on a daily basis. Committee members and the Chair shall be appointed by the President and approved by the Board of Directors. The Executive Director is an ex officio, non-voting member.
- 3.3. Three members shall be appointed annually for three-year terms.
- 3.4. Members who have served a full three-year (3) term may not immediately succeed themselves as committee members.

4. Operation

- 4.1. Overseeing the Facebook and Twitter accounts of TAHPERD
- 4.2. Soliciting and providing current content for the Facebook page and Twitter account
- 4.3. The committee chair will oversee the schedule and ensure the completion of committee members to rotate the responsibility of administrating the Facebook and Twitter accounts.
- 4.4. Review the process and operation for the Facebook and Twitter accounts each year and make any necessary recommendations to the Board of Directors.
- 4.5. The committee is responsible for monitoring and ensuring compliance of the Facebook page and Twitter account with the guidelines adopted by the Board of Directors.

Adopted by the Board of Directors:

April 2014