

Social Media Committee Overview

Social Media Committee (the “Committee”) Establishment Date: July 30, 2024

Mission

To create and manage social media accounts to promote Columbia Rugby Football Club (the “Club”), matches, events, and other information, with the goal of increasing membership and community visibility and engaging/retaining members and old boys.

Authority and Responsibilities

Create and promote content

The Committee is authorized and responsible for producing and sharing content that highlights the Club's activities and resources to the public and its members. The Committee will manage all of the Club's social media accounts to include Facebook, Instagram, X, etc.

Monitor trends

The Committee shall keep up with trends in social media tools and applications and use that knowledge to increase the Club's social media use.

Collaborate

The Committee will work with other committees to incorporate social media techniques into their marketing efforts. (i.e.

Run campaigns

The Committee will run campaigns to promote the Club's events, sponsorships, and membership.

Connect with members

The Committee will use social media to engage with their organization's members and grow their membership base.

Membership

Chair

The chair of the Committee will be the current Leadership Council President or his designee

Members

Members will include those in good standing with the Club that volunteer and are selected by the chair.

Meetings

- The Committee will convene at least once per quarter prior to the quarterly Leadership Council meeting to provide a quarterly report.
- Additional meetings will be held at the Chair's discretion to conduct Committee business.
- A quorum will be achieved with a minimum of 40% of members in attendance.



- Meetings will be held either in person or virtually as desired by the chair and current members.

Charter Amendments

Amendments to this charter shall be proposed by either the Committee or the Leadership Council and be approved solely by the Leadership Council.

Approved by: _____

[Signature]
Club President

Date: _____

7/30/24