



## Quilters' Connection Social Media Committee

The purpose of your **social media committee** is to build a team of supporters who agree to amplify the message on **social networking** sites.

Requirement is to develop a social media strategy.

- *Members will actively participate in forming and carrying out the social media strategy of the organization.*
- *They will attend meetings, bring ideas and creative energy to the group, and implement strategies as assigned,*
  - *engage with the organization on social media platforms,*
  - *promote the social media accounts of the organization and*
  - *invite others to become involved.*

The Social Media Committee needs to think of ways that the organization can use social media to accomplish its goals of communications and marketing.

Content must be

- Relevant and timely
- Of interest to the audience
- Help the audience understand what we do
- Appropriate and representative of us