



January, 2020

## **Chair, Communications**

### **Role Statement**

The Communications Chair works collaboratively with the other members of the Board and the general membership to support the Board in achieving its communications output.

### **RESPONSIBILITIES:**

#### **Board Conduct**

Maintain a high standard for Board conduct and uphold policies and Bylaws regarding Directors' conduct, with particular emphasis on fiduciary responsibilities.

#### **Mentorship**

Serve as a mentor to other Directors.

#### **Meetings**

- Attend Ontario Council executive meetings, Annual General Meeting, and Advocacy Committee meetings, as required

### **GENERAL DUTIES:**

#### **Newsletter**

- Using Constant Contact, produce and email ~8 issues of OC News, 3 registration reminders, plus Advocacy News, as required:
  1. Pre-September/October meeting
    - a. September/October meeting reminder
  2. Post-meeting issue
  3. Pre-November/January meeting (depending on timing of meeting, may be combined with Post meeting issue #2)
    - a. November/January reminder
  4. Pre-March meeting
    - a. March reminder
  5. Notice of AGM – stand-alone issue
  6. Post-March issue
    - a. AGM reminder
  7. Post AGM reports
  8. OC Advocacy News, as required
- Maintain statistics on issues emailed, opened, etc.
- Maintain a newsletter archive



## Data-base

- Maintain Constant Contact data-base, and update as required, including:
  - Ontario Club executive members as published in National Directory and confirmed with respective RDs
  - Ontario Council executive members, including Regional Directors
  - National President, Executive Director and board members (maybe?)
  - Other subscribers

## Website

- Update Ontario Council website content:
  - Publication schedule for OC News
  - OC Executive Board (annually, following AGM)
  - Advocacy section, as directed by Advocacy Chair (Coordinator?)
  - Speakers Series details and reports (3x/year)
  - AGM details and report
  - Events – Speakers Series, AGM, Gatherings, and special Club activities
- Update downloadable Ontario Council Speaker Series/Standing Committees workshops Registration form with dates for 2020-2021 meetings and upload to website.
- For each Post-meeting issue of OC News, create one “post” with [Speaker Series and Workshop Reports](#) and one “post” with [Club Actions and Events](#).

## Social Media

Oversee social media use, as per social media policies, including

### *Facebook*

- Create Facebook events for all Speakers Series, Fall Gatherings and the AGM.
- Follow Ontario club Facebook pages and share activities and events, including general meetings.
- Encourage clubs to name OC a co-host on their own Facebook Events to increase views.
- Share posts from partners, and other like-minded organizations, as appropriate.

### *Twitter*