

## Mandate of Committee

The Social Media Volunteer Committee will:

Work with the CPHR Alberta Marketing and Communications team to strengthen and grow CPHR Alberta's online presence and community through community and stakeholder engagement, content contributions, mediation, and content guidance.

## Reporting Relationship

The Social Media Committee will report to CPHR Alberta's Marketing and Communications Coordinator (acting as Committee Chair) and/or the Committee Vice Chairs through scheduled conference calls/online meetings, email, and phone calls as described below.

## Committee Responsibilities

**The Social Media Committee is comprised of three groups:**

### Ambassadors

**Number of Volunteers:** 5-7

**Our Social Media Ambassadors will engage with HR professionals on their social media channels (Twitter and LinkedIn) by engaging HR-related conversations and CPHR Alberta.**

- a. Engage online by tagging us, providing relevant links to articles on our blog/website, relevant resources and so on.
- b. Engage online by attending at least one CPHR Alberta webinar and live Tweeting or sharing a post about it on LinkedIn
- c. Engage in-person by attending at least one CPHR Alberta event per year and engaging with members – live Tweeting or posting about the event on LinkedIn is strongly encouraged. If you are not on Twitter, taking a photo with a member that we can share on our platforms is encouraged.

**Vice Chairs:** 0/NA

### Group Moderators

**Number of volunteers:** 3-5

**Group moderators work specifically in our LinkedIn Group. We want to transform our group into a community space where HR professionals can find answers to HR problems they may have. This portion of the committee must first create a terms of use for the LinkedIn Group, and then begin engaging with the community.**

- d. Develop a LinkedIn Group terms of use – what can members post, who is approved to join the group, who is not?
- e. Group post moderation – the group should be checked daily (?) for new content, any questions posted, answered or linked to relevant resources, and possibly reporting content that seems spammy or outside of the groups terms of use.
- f. Approve/decline requests to join and send a follow up message to that individual (content will be provided). Be aware: this message comes from your personal LinkedIn account.
- g. Group posts – share relevant information that you think will start conversations with other group members, or start a conversation with a fellow committee member.

**Vice Chairs: 1**

The Vice Chair for Group Moderators is responsible for ensuring that the group is being checked regularly, scheduling group moderators to ensure each week is covered and content contributions are made, and ensuring that the group is responding to questions and providing feedback on posts. The Vice Chair will also ensure that the LinkedIn Group terms of use are completed 60 days from the day the committee is formed.

## Content Leaders

**Number of volunteers: 3-5**

Content leaders will help guide CPHR Alberta's content strategy and align our content with our audience (you!) by advising on strategy and contributing content.

- h. Meeting with the CPHR Alberta team (via conference call) to talk about recognition days, upcoming events, and other current events relevant to the HR profession
- i. Contributing content that CPHR Alberta shares by contacting CPHR Alberta's Marketing and Communications Coordinator at least twice per month with a relevant news article or blog and accompanying comment to be shared on one of CPHR Alberta's social media platforms
- j. Share their own relevant content and tag CPHR Alberta so the CPHR Alberta team can share their post at least once per week

**Vice Chairs: 1**

The Vice Chair of the Content Leaders will check in with Content Leaders to ensure that they are communicating with the CPHR Alberta Marketing and Communications Coordinator and providing content to them as outlined in the responsibilities of the group.

## Requirements/Qualifications

- CPHR Alberta member in good standing
- Active on Twitter and/or LinkedIn – use the platform(s) at least once per week
- Interested and invested in HR outside of the work realm, invested in the HR profession, up-to-date on current events and legislation from an HR perspective
- Enjoys sharing content and providing resources to help others in their careers

## Meetings/Time Commitment

One year minimum commitment, meeting commitment depends on social media group you volunteer on (as highlighted below)

### Ambassadors

**Time requirement:** 3 hours per month

**Meeting requirement:** 1 hour in the first month the committee starts, 30 minutes each month thereafter

### Group Moderators

**Time requirement:** 3 hours per month

**Meeting requirement:** 2 hours in the first month (to get the group terms of use completed) the committee starts up, 30 minutes every two months after that

### Content Leaders

**Time requirement:** 3 hours per month

**Meeting requirement:** 1 hour every month for the first two months of the committee starting, then 30 minutes each month following

## CPHR Alberta Staff Responsibilities

- Appoint volunteers to the committee
- Act as the liaison between the committee and CPHR Alberta to ensure that the mandate of the committee is met and share successes with the committee and CPHR Alberta team
- Manage the CPHR Alberta content calendar
- Manage access to CPHR Alberta social media channels
- Schedule contributed content on CPHR Alberta channels
- Edit content submissions to fit CPHR Alberta brand guide, tone and voice

## Budgetary authority

None, all meetings online or via phone call

## CPD Log Credit

Volunteers: Up to 10 points per year towards Continuing Professional Development.



Chartered Professionals in Human Resources  
Terms of Reference – Social Media Volunteer Committee  
Updated/Created: June 2018

Vice Chairs: Up to 15 points per year towards Continuing Professional Development.

Budgetary Authority

CPHR Alberta staff only.