

Terms of Reference: Social Media Governance & Strategy Steering Committee

Role:

This committee will develop, update and communicate the vision and strategic objectives for the University with respect to institutional social media policy, governance, and strategic objectives. The committee will develop or amend any necessary University-wide policy with respect to U of R branded and/or managed social media properties and platforms. To be clear, this committee will have no role in overseeing individual or employee use of social media.

Responsibilities:

The committee will be responsible for advancing and implementing the University's Social Media Policy along with any future amendments/revisions, and communicating with various faculties, units, and administrative management (UET) to achieve the vision and strategic objectives associated with the Policy.

Reporting:

On an annual basis the committee shall report on the degree to which the vision and strategic objectives of the Social Media Policy are being achieved. This committee will:

- Solicit university wide input, develop, vet and communicate a vision and strategic objectives for social media within the University.
- Provide advice on academic, research, business, and departmental social media activities.
- Provide opportunities for communication among faculty, administration and research with respect to social media best practices, principals, and guidelines, as well as issues related to technological advancements and emerging platforms.
- Establish, document, and communicate the process and criteria for launching new social media platforms/accounts that feature the University brand within the context of overall benefit to the University.
- Provide direction to the Social Media Strategy Development Working Group in all aspects of the development and implementation of the Strategy with phased-in launch to begin in 2022.
- Review progress of the Social Media Strategy and consider or suggest revisions and updates as required.
- Develop an appeals mechanism for Account Managers who may be facing site shutdowns or disciplinary action.
- Report on an annual basis to UET.

Membership:

Committee Membership shall be as follows:

- The Chair will be the Associate Vice-President, University Advancement & Communications
- Two sitting members will be the Director of Communications & Marketing and the Associate Director, Communications & Public Relations.
- Three members will be appointed by Provost and Vice-President Academic – one from Student Services/Recruitment and two from the faculties.
- One member will be appointed by the Vice-President Research
- One member will be appointed by the Vice-President Administration
- Administrative support (recorder) will be provided by UAC

Frequency of Meetings and Manner of Call:

In most cases, the committee will review exception requests electronically, as they are received. The committee will also meet at least once annually, and has the discretion to meet via Zoom or face to face and/or to consult with others as it deems necessary.

The committee will meet as many as four times annually as required, but not less than once annually. Meetings to be at the call of the Chair.