



Social Media Committee Adopted August 5, 2023

Purpose

The Social Media Committee (SMC) is to produce and promote materials and resources to better showcase the activities of the Alabama Music Educators Association (AMEA). The SMC is responsible for using social media as a means to connect and engage members, grow the membership base, and advocate for music education in Alabama.

Responsibilities

1. Serve as the primary resource and outlet for public relations in AMEA.
2. Work with AMEA's Assistant Executive Director to oversee and maintain AMEA's social media pages.
3. Create content to be published on AMEA's social media pages to include membership recruitment, advocacy, yearly programs (MIOSM), and publicity for the annual Professional Development Conference.
4. Strategically highlight and publicize programs and events of AMEA .
5. Disseminate information to advocate for the value of music education in the lives of all people.
6. Ensure that all posting comply with licensing and copyright laws.

Term of Service

Appointed for a two year term by the President. This term may be extended by the succeeding President.

Committee Oversight

The Social Media Committee is chaired by AMEA's Assistant Executive Director. The committee is responsible to the AMEA Governing Board.

Prerequisite

Members of this committee must be members of NAfME/AMEA.