



ABGC Media and Communications Group Charge and Responsibilities

Charge:

The purpose of the Media and Communications Committee is to work with the ABGC Communications staff to provide subject matter expertise for use in:

- Social media
- ABGC website
- Media interviews
- Publications promoting certified genetic counseling services

Activities and responsibilities of committee members include:

- Reviewing staff authored content for subject matter expertise
- Authoring content as needed, including bylined articles
- Curating content from other related sources
- Being active on social media – posting, sharing, liking, and retweeting ABGC content
- Being available for media interviews
- Providing review and input for other creative projects at times such as infographics, advertisements, videos, etc.
- With direction from the ABGC Communications staff, supporting and reacting to current news on an as needed basis, which at times might require immediate response

Resources and tools:

ABGC is active on the following social media platforms: LinkedIn, Facebook, and Twitter. The committee's work will be directed by an Editorial Calendar which will include deadlines and requirements. The ABGC Communications staff will work with the committee at a minimum of 1-3 months in advance.

Time Commitment:

The ABGC Media and Communications group will meet once per month via conference call primarily to review the Editorial Calendar and plan for upcoming activities. Each initiative will be planned in advance with the committee's input, assigned responsibilities, deadlines, and deliverables. ABGC Communications staff will provide guidance and coaching for all initiatives.

Committee members who will work with social media platforms will need to review weekly postings and may need to make themselves available quickly when breaking news occurs.

On average committee members can expect to spend 3-5 hours per month on committee related activities, as outlined below.

Composition:

The committee will consist of 8-16 diplomates, one of which will be a board liaison. At least one member should be knowledgeable about and be able to provide subject matter expertise in:

- Cancer
- Cardiac
- Prenatal/ART
- Pediatric
- Industry
- Direct to consumer testing

Term:

The term shall be January 1 – December 31 for a period of one year. Individuals may be asked to serve additional terms.

The committee members will be staggered for succession planning.

Reporting Responsibilities:

The committee will keep the board apprised of the status of the committee through the board report of the liaison. The committee will generate additional reports as needed.

Authority:

In general, the committee has the authority to determine what content is published on the platforms listed above with guidance from the ABGC Communication/EO staff and board liaison. Final decision on a specific issue or question will be made by the chair/board liaison.

Deliverables:

Annually the committee in conjunction with the ABGC Communication staff will submit a report of activity summarizing the reach and results.

Budget:

The committee must work within the budget approved by the Board of Directors. Additional funding may be requested for special projects outside of the scope.

Approved June 18, 2018