



Social Media Subcommittee

Job Description

The American Orff-Schulwerk Association is a professional organization of educators dedicated to the creative music and movement approach developed by Carl Orff and Gunild Keetman.

The AOSA Mission is:

- To demonstrate the value of Orff Schulwerk and promote its widespread use
- To support the professional development of our members
- To inspire and advocate for the creative potential of all learners

Our Core Values are:

As music and movement educators dedicated to the creative music and movement approach developed by Carl Orff and Gunild Keetman, we believe that:

- Every learner deserves the opportunity to actively create, improvise, sing, play, move, speak, and listen.
- Every learner should experience music and dance from cultures represented in both our diverse American society and the larger global community.
- Every learner deserves a passionate, committed music educator who values the importance of active music making.
- Every Orff Schulwerk educator deserves high-quality opportunities to improve their pedagogy and musicianship through active, collaborative professional development.
- Every Orff Schulwerk educator should cultivate the creative potential in all learners.
- Every AOSA member deserves opportunities to engage in open and constructive dialogue regarding the future and well-being of their chapter and the national organization.

AOSA Diversity Statement:

AOSA is committed to supporting a diverse and inclusive membership, promoting an understanding of issues of diversity and inclusion, and providing teaching and learning resources that respect, affirm, and protect the dignity and worth of all.

The Social Media Committee (SM) is a standing subcommittee of the National Board of Trustees (NBT) of the American Orff-Schulwerk Association. The Social Media Subcommittee is connected to the NBT through the Communications Committee, a standing committee of the NBT. The Chair of Communications is the official liaison between SM and the NBT. All activities of this subcommittee will

be coordinated through the AOSA Communications Committee Chair. The AOSA Executive Director is the staff liaison.

Our mission is to:

- Collaborate with AOSA Executive Committee and other NBT committees to promote the use of social media within the organization
- To further the mission, objectives, and visibility of AOSA through appropriate social media usage in a professional and courteous manner supporting the image and standards of AOSA.

The tasks of this committee are:

- Day to day maintenance of AOSA/chapter social networking sites
- Inform members of various events/occasions
- Enhance AOSA presence on social media
- Engage members utilizing Twitter, Facebook, etc.
- Ensure consistent messaging across all social media sites
- Work with other members of the committee to develop and implement consistent key messages
- Always comply with the organization's current social media policy and ethics statement
- Update social media pages with new content daily, communicate frequently
- Feature opportunities to get involved with the organization
- Communicate important issues and directs users back to AOSA's website.
- Share relevant content from industry partners.
- Follow established AOSA Social Media guidelines when posting on all social media.
- Have a familiarity with google drive, apps for design (like canva), and posting (like buffer), or a willingness to learn.
- Protect usernames/passwords found in google drive that provide access to all AOSA social media outlets.

DIVISION OF DUTIES

The Committee Chair:

- Presides at committee meetings.
- Prepares agenda for meetings of the committee.
- Keeps organized committee files.
- Submits reports to the chair of the Communications Committee for the September, November and March meetings.
- Works closely with the Executive Committee of AOSA
- Become "admin" of AOSA facebook page and discussion group.

The Committee Members:

- Participate in all Social Media Committee meetings
- Complete tasks as requested by the Committee Chair

Social Media Timeline

July SM Chair contacts committee to schedule an initial Skype call to review responsibilities and welcome new members.

- August SM Chair contacts committee regarding date, time, and location of subcommittee meeting at conference
- SM Chair submits a report to the National Board of Trustees (NBT) via the Liaison (Communications Committee Chairperson). Due August 15.
- Ongoing committee work
- September SM Chair confirms November meeting time and location with the NBT Liaison and NCD. If committee is not meeting in assigned space, notify NCD, Executive Director, and Executive Committee immediately.
- Ongoing committee work
- October SM Chair develops November meeting Agenda and distributes it to subcommittee members for preview
- SM Chair submits a report to the National Board of Trustees (NBT) via the Liaison (Communications Committee Chairperson). Due Oct 15.
- SM reaches out to industry partners (via NBT Liaison) regarding making videos to promote their services at conference.
- SM chair schedules a Skype call with SM members to review responsibilities at conference.
- Ongoing committee work
- November SM meets during annual AOSA National Conference. If committee is not meeting in assigned space, notify NCD, Executive Director, and Executive Committee immediately.
- SM members use twitter, facebook, and Instagram to make posts at conference.
- SM members make videos of industry sponsors at exhibit hall during conference.
- December Ongoing committee work.
- January SM Chair schedules a Skype call to address ongoing work
- Ongoing committee work
- February Ongoing committee work
- March Ongoing committee work

April Ongoing committee work

 Update Job Description and submit to NBT Liaison

May Ongoing committee work

June If chair is changing, current SM chair has a call with incoming chair to review responsibilities for the upcoming year.

 Ongoing committee work

July Ongoing committee work

Outgoing Committee Chair Checklist

Provide the following to the subsequent committee chair by June 30:

Updated subcommittee JD
All passwords for subcommittee google, social media accounts (if applicable)
All reports, summaries, and agendas for the past year
All pertinent files
Finalize all google docs and transfer to the new chair in appropriate format
Finalize all unfinished email business
Forward any pertinent emails
Organize all committee files
Communicate status of committee work and assist in prioritizing next steps
Assist the incoming chair as needed