**SPECIFIC COMMITTEE GUIDELINES (SCG)**

**PUBLIC RELATIONS, SOCIAL MEDIA (PRSM) COMMITTEE**

**CHAIR, CINDY MELLOW**

**Purpose:**

In addition to the General Guidelines for all committees as set forth in the Bylaws, the purpose of the PRSM Committee is to:

* Promote the interest, purpose, and programs of the organization
* Establish a collaborative relationship with other like-minded organizations
* Be the designated manager and contact for DSOSN’s existing social media accounts (Facebook, Instagram, Twitter, etc.)
* Where necessary, create and manage additional DSOSN accounts on other social media platforms to promote the positive image of the organization

**Responsibilities:**

* Establish and maintain contact with media groups/outlets to promote DSOSN’s major fundraising events (FOTL and Buddy Walk)
* Play a leading role in promoting the organization’s monthly calendar of events and social activities
* Establish liaison with local TV and radio stations, and participate in public service announcements to promote the mission of the organization
* Prepare articles about the organization’s events and programs for publication on the website and on social media platforms
* When designated by the Board Chair, be the DSOSN’s spokesperson at fundraising events

**Membership:**

The PRSM Committee shall consist of five (5) voting members as follows:

1. Chairperson (appointed by the Board Chair)
2. Vice Chair (appointed by Board Chair, on the recommendation of the Chairperson)
3. Three additional voting members

**NOTE:** The Chairperson, in consultation with the Vice Chair, may recruit as many part-time “Supporting Members” as needed to help manage the affairs of the committee. However, these Supporting Members will not have voting privileges on business matters relating to the committee. As voting members leave the committee, the Supporting Members may become a feeder pool to replace voting members on the committee.

**Duration/Onboarding:**

The Chairperson and voting members are appointed to the committee for an initial period of two years, with an option for an additional two-year extension. Prior to appointment to the committee, all voting members will be interviewed by the Chairperson to determine their interest in, and the potential value of their contributions to, the committee. Following the interview, the Chairperson may recommend the appointment of the members to the committee. Depending upon the results of a background check, the DSOSN Board Chair will approve the appointment of the voting member to the committee.