

# **NSMA SOCIAL MEDIA COMMITTEE**

## **FACT SHEET**

**TERM:** One year

Appointed by the Vice President with NSMA BOD approval

**QUALIFICATIONS:** Active member of NSMA in good standing  
Familiar with NSMA Bylaws and Standing Rules  
Understand basic parliamentary procedures  
Effective communication skills (written & verbal)  
Member and AAMA membership advocate

**RESPONSIBILITIES:** Attend all NSMA BOD meetings and the NSMA Annual General Assembly  
Maintain the Facebook Page  
Post monthly updates on medical observance  
Post Annual Conference information  
Post other updates as directed by the BOD  
Produce a written year-end report  
Creates events for meeting reminders and Annual Conference information.

**COMMITTEE MEMBERS:** Chair, President, and Vice President

**PROCEDURE NOTEBOOK CONTENTS:**

Current NSMA Social Media Policies  
Retain year-end report for 7 years  
NSMA Bylaws and Standing Rules  
AAMA Bylaws  
NSMA BOD roster yearly  
Update NSMA Planning Calendar  
Update the Social Media Committee calendar as needed

## **NSMA SOCIAL MEDIA COMMITTEE**

### **Facebook page**

Keeping the membership informed regarding current NSMA topics and AAMA highlights involves strategic communication tools. The Society's Facebook page, Nebraska Society of Medical Assistants, is a very useful device used to deliver messages to the NSMA membership.

Under the direction of the NSMA BOD, the Social Media Chair will post articles of interest, monthly updates and medical observances.

The Social Media Chair is responsible for formatting and proofreading all materials posted on the Facebook page. The Chair may consult other NSMA members and is encouraged to recruit assistance for additional postings.

The Social Media Chair should post information from the AAMA, such as when free CEUs are available and when discounted renewable membership fees are available.

The NSMA Social Media goals include providing member services, posting updated information, posting pictures, and approving or denying access to the private group. Remove any unnecessary content on the page. Shall post Annual Conference information.

The target audience for the NSMA Facebook page will include current AAMA members, medical assisting students, nonmember CMAs (AAMA), medical assisting educators, and anyone interested in the field of medical assisting.

NSMA's Facebook page should have a professional, but fun appearance.

Pay close attention to copyright laws when using any kind of artwork unless NSMA designed it or paid for the use of it.

Working with the NSMA social media Page is a major undertaking yet an exciting and rewarding task. The Chair must be mindful of the fact that the internet is about convenience and current information. NSMA wants more than just a web presence and must continue to provide a meaningful purpose for the site by servicing both current and potential members.

The NSMA Facebook page is the Society's news medium. Postings may include current topics of interest, announcements of organizational projects and programs, educational articles, pertinent communication from State officers and committee chairs plus major decisions of the NSMA.

Prepare an annual report for the General Assembly packet.