



AERA Sub-Committee Terms of Reference

Name of Sub-committee Social Media Sub-committee

Membership and appointment

The AERA Social Media Sub-committee is a sub-committee of the Australian Endurance Riders Association Inc (AERA)
 Membership is open to Management Committee members, Delegates and any other persons as determined to meet the requirements of the Sub-committee’s purpose.
 Membership will be reviewed at the first meeting following the Annual General Meeting.
 The Social Media Sub-committee will continue to operate until AERA determines that the subcommittee is no longer required.

Chairing

The Chair of the Sub-committee is appointed by the AERA Management Committee at the meeting immediately after the Annual General Meeting.

Frequency of meetings and quorum

The Social Media Sub-committee will meet as required to complete tasks and members will communicate regularly, via a “chat group” to ensure that the AERA Social Media presence is relevant and appropriate.

Record of meetings

A report will be provided to each meeting of the AERA Management Committee, to include an overview of numbers viewing and commenting on AERA Social Media platforms, and any recommendations from the Sub-committee.

Reporting mechanisms

Reporting on activities of the Social Media Sub-committee will be in writing to the AERA Management Committee

Functions and delegated authority

Social Media is seen as a means of providing a conduit between the Association and interested parties.
 The role of the AERA Social Media Sub-committee is to:

1. To maintain currency of information that promotes the sport of endurance and celebrates significant activities.
2. To ensure comments and debate are in line with the AERA Social Media Engagement Rules
3. To provide timely reports on use of AERA Social Media