



Communications Committee Terms of Reference

PURPOSE

The Communications Committee develops and manages IUGA's communications efforts, ensuring effective communication with patients, physicians, and IUGA members. The committee oversees IUGA's social media strategy, curating and delivering relevant urogynecological content across platforms to engage and inform the community. Additionally, it publishes the *IUGA Spotlight*, the official newsletter, and determines the best channels for sharing news—whether through the newsletter, online posts, social media, or other platforms. Through these efforts, the committee plays a key role in enhancing IUGA's visibility, strengthening its reputation, and promoting its mission, initiatives, and activities worldwide.

ROLES AND RESPONSIBILITIES

The Communications Committee is responsible for:

- Developing and maintaining patient education content such as patient information leaflets/brochures, resource sheets, patient videos, patient testimonials, etc.
- Cyclical review, with the IUGA Patient Advisory Council, of the patient information leaflets.
- Developing and implementing a social media strategy, monitoring how members and the public are engaging with IUGA via social media.
- Providing urogynecological content for monthly posts on social media, including awareness months.
- Producing the *IUGA Spotlight*, IUGA's official newsletter, by contributing content and/or identifying appropriate topics or authors for suggested articles and ensuring that content represents a balanced and unbiased viewpoint. The *IUGA Spotlight* aims to:
 - Keep members up to date on the activities of the association
 - Provide updates on IUGA's educational activities (meetings, grants, etc.)
 - Stimulate discussion on interesting research and clinical topics in urogynecology via reviews and debates
 - Provide new medical knowledge/updates in the field of urogynecology
 - Provide information about urogynecology in other parts of the world
 - Promote the activities of other IUGA committees as well as IUGA Affiliate Societies

MEMBERSHIP

Membership in the Communications Committee is open to all members with an interest in the activities of the committee, particularly patient education. Membership in the committee will represent the breadth of members of the association. The committee aims to have 18-20

members at any time. Opportunities may arise for committee members to participate in special projects and initiatives.

Election of a chairperson will follow established IUGA procedures. IUGA members may apply to serve on a committee during the Call for Committee Volunteers period which generally occurs each year in October.

Members must be prepared to be active participants in Communications Committee activities, with membership in the committee automatically implying an agreement to:

- Commit to a maximum 3-year term
- Respond to all requests in a timely manner, including requests to review project drafts
- Maintain membership in IUGA during the term on the committee
- Maintain current contact information with the IUGA Office

MEETINGS

The committee generally meets quarterly via teleconference/video-conference, and may also meet face-to-face during the Annual Meeting each year. Committee members must attend at least one Annual Meeting every two years and participate in at least one teleconference per year or may be asked down.

TERMS OF OFFICE

The committee shall be headed by a qualified chairperson who has been elected by a majority vote of the regular members to a two-year term, renewable for one additional term (by re-election).

A representative from the Fellows, Trainees, and Early Career Professionals Committee will be appointed to serve a 1-year term which may be renewed for as long as they are a member of the Fellows, Trainees, and Early Career Professionals Committee.

All other members of the committee will serve up to a three-year term, renewable once. Renewal depends on level of activity. Each member up for renewal must re-apply during the annual call for committee volunteers.

REPORTING PROCESS

The committee members report to the committee chair, who in turn reports to the IUGA Board. The Staff Liaison will assist with communication between all parties.

STAFF LIAISON

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BOARD LIAISON

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