



Communications Committee Terms of Reference

PURPOSE

The Communications Committee is responsible for developing and managing IUGA's media communications to the broader community, including patients, physicians, and IUGA members. Additionally, the committee is responsible for recommending and executing IUGA's social media strategy while providing relevant urogynecological content for these platforms. Through its efforts, the committee plays a key role in promoting a positive image of IUGA's mission, initiatives, and activities.

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.
- Providing urogynecological content for monthly posts on social media, including awareness months.
- Developing and implementing a social media strategy.
- Frequently viewing IUGA social media accounts/posts and monitoring how members and the public are engaging with IUGA via social media.

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 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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