



Guidelines for Social Media Sub-Committee (1) 03/07/24

1. Purpose:

- The Social Media Sub-Committee is responsible for developing and implementing strategies that leverage social media to promote the mission and objectives of Nutritional Therapists of Ireland (NTOI), engage its members, and reach the broader community.

2. Composition:

- The Social Media Sub-Committee shall consist of no less than 2 and no more than 5 NTOI members, with 1 chairperson designated by the other members, or by the directors. NTOI members who have a passion for social media, marketing, and content creation, or have professional experience in these areas are encouraged to join.

- The sub-committee should strive for diversity in its membership to bring varied perspectives and ideas to social media strategies.

3. Responsibilities:

- Develop and execute a comprehensive social media strategy in alignment with NTOI's goals and objectives.

- Create and curate engaging content related to nutrition, health, and wellness for various social media platforms.

- Monitor social media channels, respond to comments and messages, and engage with followers to build a vibrant online community.

- Promote NTOI events, initiatives, and resources through social media campaigns.

- Collaborate with sponsors, partners, and influencers to expand NTOI's reach and impact on social media.

- Analyze social media metrics to assess the effectiveness of strategies and campaigns.

- Maintain accurate records of social media activity, including content calendars, engagement metrics, and campaign performance.

4. Guidelines for Social Media Management:

- Define the purpose, target audience, and desired outcomes for each social media campaign.

- Establish a content calendar and seek approval from the NTOI Board of Directors.

- Develop a timeline with clear deadlines for content creation, scheduling, and posting.

- Assign specific roles and responsibilities to sub-committee members and volunteers.

- Ensure accessibility and inclusivity in social media content, considering factors such as language, cultural diversity, and visual accessibility.



- Incorporate innovative and interactive elements to enhance follower engagement and learning.

5. Collaboration and Communication:

- Maintain open communication with other NTOI sub-committees, the Board of Directors, and external stakeholders to ensure alignment and collaboration on social media initiatives.
- Regularly update NTOI members on social media activities and campaigns through newsletters, Bulletins, social media posts, and website announcements.
- Establish communication channels within the sub-committee for efficient coordination and decision-making.

6. Evaluation and Continuous Improvement:

- Conduct periodic evaluations of social media activities to gather feedback from followers, members, and stakeholders.
- Use evaluation findings to identify strengths, weaknesses, and areas for improvement in social media strategies and execution.
- Incorporate lessons learned and best practices into future social media management processes to enhance the quality and impact of NTOI's online presence.

7. Compliance:

- Ensure that all social media activities organised by the Social Media Sub-Committee comply with NTOI's policies, procedures, and ethical standards.
- Adhere to relevant legal and regulatory requirements, including those related to data protection, copyright, and online conduct.

8. Reporting:

- Provide regular updates on social media activities and outcomes to the NTOI Board of Directors, including engagement metrics, campaign performance, and content effectiveness.

9. Review and Revision:

- Review these guidelines periodically to ensure their effectiveness and relevance to the needs of NTOI and its stakeholders.
- Revise the guidelines as necessary based on feedback, changes in organisational priorities, or evolving best practices in social media management.



10. Adoption:

- These guidelines shall be adopted upon approval by the NTOI Board of Directors and communicated to the Social Media Sub-Committee members and relevant stakeholders.

11. Effective Date:

- These guidelines shall take effect immediately upon adoption by the NTOI Board of Directors and shall remain in force until amended or repealed.

Signed:

[Name of NTOI Directors]