

Title: Integrated Marketing Advisory Board

Effective Date: January 23, 2021

Revision: 3

Supersedes:

Approved with Motion B2131

December 20, 2018 (B1924)

Purpose

The integrated marketing advisory board is chartered to advise the Society on communications focusing on public relations and social media.

Background

The growth of the Society globally along with increased connectivity of members and organizational publicity calls for additional Society-level support to ensure consistent and appropriate utilization of SWE's brand across all social media platforms.

Scope

- In scope:
 - Being subject matter experts to assist sections, affiliates, committees, and other SWE groups with integrated marketing and communication plans for successful public relations and social media.
 - Advise all SWE groups on consistent and appropriate utilization of the SWE brand including the SWE logo.
 - Propose innovative and timely social media articles, campaign ideas, and speaker opportunities to SWE's public relations (PR) team for publication consideration.
 - Develop training resources for presentations at SWE events on how groups can increase public presence.
 - Serve as test market and advisory group for marketing items and SWE store merchandise as requested by SWE's marketing agency and headquarters (HQ) staff.
- Out of scope:
 - Fulfilment of SWE's marketing plan including SWE's social media accounts, press releases, public relations, media responses, and other continuous marketing practices.
 - Contracting and evaluation of SWE's marketing agency
 - Speaking on behalf of the Society on its public policy views and statements
 - Moderation of SWE's active social media accounts
 - Regulate the utilization of the SWE brand or logo by SWE groups or individuals

Resources and References

- Existing documentation on SWE's brand usage.
- SWE social media policy & procedure
- FAQ's

Authority & Limitations

- IMAB web page
 - Advisory Board chair may bring to the attention of the board of directors any concerns that may have been identified by the advisory board.
 - The committee has no budget authority.
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Deliverables

- Regular reporting on the activities of the advisory board to their BOD liaison.
 - Consultation with SWE groups on integrated marketing plans and social media strategy.
 - Partnering with the SWE social media moderators for issue resolution, development of training and other resources
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Membership

- Chair and Chair-Elect selected via annual call for leadership process
 - Members of Staff as designated by the Executive Director
 - 1 Member from the Leadership Coaching Committee. 7-10 Members of the Society as selected by the chair.
 - Members of the Society not associated with a committee as selected by the chair
 - Members of the Society associated with various committees or AG's as selected by the chair
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Criteria for Success

- Publicity of the Society that aligns with appropriate utilization of the SWE brand and logo
 - Empowering SWE groups and individuals to build a successful integrated marketing plan, including a social media strategy and
 - Increased impressions and interactions on SWE social media platforms
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**Report To
Duration**

Executive Director & CEO

Review in FY23
