

# ARSC

## Online Media Committee Description

### 1 Committee Type

The Online Media Committee is a Standing Committee of ARSC.

### 2 Mission

The Online Media Committee shall develop and maintain the association's web presence, social media, and media resources in support of ARSC's mission to promote the preservation and study of recorded sound.

### 3 Objectives

The Online Media Committee will aim to develop a web and social media presence that is welcoming, collegial, inclusive, informative, resourceful, current, and supportive of the personal and professional development of members and the public. The committee's purview includes the website, social media, blogs, online community platforms, resource databases, content management systems, and special projects.

### 4 Functions

The Online Media Committee shall:

- Advise the Board of Directors and the association in all matters related to publishing online content.
- Develop policies and procedures related to the association's web presence, including web design, maintenance, style, and content.
- Develop best practices regarding the use of social media for networking and communication across various platforms.
- Coordinate the addition of media content to ARSC website, ARSC YouTube, and ARSC Aviary.
- Index all media and publications in the ARSC AMP! Database.
- Write and submit an *Online Media Committee Report* prior to each regular ARSC Board Meeting (Spring and Fall).
- Appoint additional Online Media Committee Members, whenever appropriate.
- Work with the ARSC Web Manager to maintain and update the committee webpage as necessary.
- Update the *Online Media Committee Description* as needed.

### 5 Effort

The Online Media Committee may expect to exert the following effort, annually:

- Development of guidelines: 5 to 10 hours
- Publication of media: 5 to 30 hours
- Development of AMP! Database: 6-12 hours
- Committee management (appoint members, communicate with members, write and submit reports, update webpage): 3 to 6 hours

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### **6 Budget**

The Online Media Committee shall submit any Annual Committee Budget Requests (for the following calendar year) to the ARSC Board prior to the Fall Board Meeting.