

JOGC Social Media Editors Working Group

Terms of Reference

Social Media Editors are members of the Society of Obstetrics and Gynaecology (SOGC) who comprise the *Journal of Obstetrics and Gynaecology's* (JOGC) Social Media Editors Working Group, which creates and reviews content for the JOGC's social media accounts.

PURPOSE

To create and review content for the JOGC's social media accounts.

OBJECTIVES

- To attract high-quality submissions and, in turn, more readers by brainstorming ideas for social media content, drafting social media summaries, creating graphics, and reviewing posts to ensure scientific accuracy.
- To bolster the JOGC's brand identity through consistent, stylized content creation.
- To form, and participate in activities of, the JOGC Social Media Editors Working Group.

WORKING GROUP COMPOSITION

The membership of the JOGC Social Media Editors Working Group consists predominantly of Social Media Editors. Membership composition is as follows:

- JOGC Managing Editor (1)
- SOGC Communications Team Member (1)
- Social Media Editors (4)

Social Media Editors **are not** members of the JOGC Editorial Board, though their names will appear on the Journal masthead, and they may be asked to attend Editorial Board meetings.

TERMS

2 years, renewable for an additional term at the discretion of the JOGC Managing Editor.

MEETINGS

Meetings of the JOGC Social Media Working Group will be held virtually twice per year. Additional meetings may be called in special circumstances, as required. Working Group meetings will be used to review social media performance, to brainstorm ideas for new content, to discuss possible strategies and initiatives, and to go over areas for improvement.

EXPECTATIONS

- Create/review 1–2 posts per month.
- Attend both regularly scheduled meetings.
- Time commitment of roughly 20–30 hours per year.
- Members must be active members of the SOGC.

COORDINATOR JOGC Managing Editor.