

## **FWN Communications Committee Charter**

The purpose of the committee is to plan and implement communication strategies and activities for the Fletcher Women's Network (FWN). This includes:

- Ensuring continuity and widespread broadcast of messaging across the network
- Managing:
  - E-mail communications
  - Website
  - Social media
  - Calendar

The Communications Committee has three primary roles:

- Coordinator for e-mail Communications  
This individual works closely with the Fletcher Office of Development and Alumni Relations (ODAR), which has agreed to maintain the lists of FWN members (at large and by region) and send out FWN e-mails.
- Coordinator for Website  
The primary purpose of the FWN website is to serve as a repository of information about FWN and to direct interested parties to FWN's active social media presence on LinkedIn and Facebook. The role of the web master is to keep the information on the website updated.
- Coordinator for Social Media  
At this point, FWN social media consists of two closed groups – one on Facebook and one on Linked-In. The coordinator formulates and executes a strategy to maximize engagement of FWN members in these groups and serves as the primary administrator for both groups.

The committee is led by a Chair who serves on the Executive Committee and several members who each have specific responsibilities as outlined above.

Committee members should anticipate up 2-3 hours per month including availability for regular committee meetings. The Chair should also allow time to attend monthly 1- hour Executive Committee meetings.