

ANZBMS Social Media Editor Terms of Reference

1. Mission

The Social Media Editor will mobilise online engagement and oversee social media for the Australian and New Zealand Bone and Mineral Society. They will create and share content on social media platforms (ie. Twitter) that is of interest to ANZBMS members as well as highlighting member achievements. The ANZBMS Social Media Editor will also be a member of the ANZBMS Communications Committee.

2. Application for position of Social Media Editor

- The position of Social Media Editor is open to all full ANZBMS members.
- Must be a financial member of the ANZBMS for at least 12 months.
- An expression of interest call will be made to eligible ANZBMS members by the Communications Committee.
- The Social Media Editor will be elected by the ANZBMS Communications Committee and endorsed by the President. Preference will be given to applicants that have previous experience utilizing social media platforms (i.e. Twitter and Facebook), strong verbal and written communication skills and are passionate about the role of social media in medicine, research communications and academia.

3. Duration of Term

- Membership is for two years and can be renewed.

4. Roles and Responsibilities of Social Media Editor

The Social Media Editor will be responsible for managing the ANZBMS social media accounts (e.g. Twitter) and will abide by the ANZBMS Equity, Diversity and Inclusion Policy (<https://www.anzbms.org.au/policy.asp>).

The Content of original posts and re-posts deemed appropriate are as follows:

- ANZBMS member news, upcoming ANZBMS events (eg. conferences, webinars) and ANZBMS member opportunities (eg. grants, scholarships).
- ANZBMS member achievements (e.g. grants/fellowships/awards).
- ANZBMS member publications. These publications should be restricted to original articles and not opinion pieces (e.g. editorials, letters to the editor).
- News and events (e.g. webinars) organised by ANZBMS members on behalf of their institution (e.g. Garvan Institute, Melbourne Bone Group, etc).
- News, events and opportunities from our affiliated societies (IFMRS and ASMR) as well as other musculoskeletal societies (e.g ASBMR, IOF).
- Publications from non-ANZBMS members that are of interest to our membership. These publications should be restricted to original articles and not opinion pieces (e.g. editorials, letters to the editor).
- Non-society-led initiatives/promotions/public awareness campaigns etc in bone health (e.g. World Osteoporosis Day etc). If these events are sponsored by pharmaceutical or other companies, avoid reposting any direct posts from these companies. Alternatively, create a post that focusses on the content of the initiative that may be of interest to ANZBMS members to ensure neutrality.

- Original content from the ANZBMS Communications Committee aimed at increasing the engagement of society members (eg. member spotlights, fun activities such as asking members to tweet what they are doing to support their bone health on World Osteoporosis Day etc).
- Links to ANZBMS member surveys. These member-based surveys are written by the various committees of ANZBMS to seek member feedback and provide information about the ANZBMS membership. All surveys need to be approved by the ANZBMS President prior to circulation.