

## USSD Sub-Committee Website and Social Media Charter

V1-14-2018

### Committee Description

The Website and Social Media Committee is a sub-committee of the Advocacy, Communication and Public Awareness (ACPA) Committee. The Website and Social Media (WSM) sub-committee informs the membership and dams industry on items of key professional interest and technical activities through the use of the USSD website and social media tools. The WSM maintains an awareness of social media tools and harnesses its power to promote USSD and its mission to be viewed as the primary source for dams related issues.

The WSM is charged with communicating current events and important developments related to USSD and its members along with relevant news taking place in all aspects of the dams industry. The WSM uses various social media tools such as Facebook, Twitter, and LinkedIn to convey information about USSD, to generate interest in USSD activities, and to maintain a respected voice in the dams community. The WSM establishes guidelines for the publishing of information under the leadership of USSD's Advocacy, Communication and Public Awareness Committee.

The WSM shall also collaborate and/or assist with other committees in promoting education and training activities under the four imperatives of the Strategic Plan; Advocate, Educate, Collaborate, and Cultivate.

### Background and History

In June 2016 the Executive Director created various accounts for use of the USSD, including Facebook, Twitter and LinkedIn. Following a change in Executive Director leadership in April 2017 the social media tools were inactive for a period of time. The following stats were collected about the USSD social media tools:

**Twitter**  Home 289 Following, 201 Followers (1,315 tweets)

<https://twitter.com/USSDams>

Account Created: June 2016

Note: As of October 3, 2017 Twitter has suspended the USSD Twitter account for unknown reasons.



LinkedIn

(49 followers - May 2017, 149 Followers-January 2018)

<https://www.linkedin.com/company/10871965/>



Facebook

29 Total Page Likes

Account Created: June 2016

<https://www.facebook.com/ussocietyondams/>

## Responsibilities

The WSM is responsible for communicating USSD news and information about upcoming opportunities to get involved with the USSD. The WSM is also responsible for updating and maintaining the USSD Website, to ensure information posted is easily navigable and of current interest. The WSM is not responsible for the portion of the website that collects membership dues or conference registration.

The WSM will work to socialize the four imperatives of the Strategic Plan, to bring awareness to the dam safety community about how they can become involved in USSD and its mission. The WSM will work to improve brand recognition of the USSD and its roll in the dam safety industry.

The WSM will report directly to the Advocacy and Communication Committee Chair.

## Chair and Vice Chairs

Chairperson: Stuart Harris (interim)  
Tennessee Valley Authority  
1101 Market Street  
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Chattanooga, TN 37401  
423-751-7602  
[srharris@tva.gov](mailto:srharris@tva.gov)

The Chair is responsible for reaching out to the Advocacy and Communication Committee to solicit input on development of guidelines for socialization of information. The Chair is responsible for recruiting membership to build the WSM sub-committee. The Chair is responsible for assigning committee members to update social media tools on a routine basis (preferably weekly).

Vice Chairperson: Yulia Zakrevskaya  
SNC-Lavalin  
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The Vice Chair is responsible for reaching out to the membership to solicit relevant information for posting on USSD social media tools. Selected information is to be reviewed for technical content and clarity. The Vice Chairs and their designee(s) are responsible for ensuring the information proposed to be socialized is of the quality and standard that represents the USSD. The Vice Chairs and their designees shall also proofread the information before publication.

Vice Chair-Young Professional: TBD

The Young Professional (YP) Vice Chair's primary responsibility is to assist in recruiting other YP USSD members to the WSM sub-committee, and providing a succession plan for media tool assignments (i.e. Facebook, LinkedIn, etc.). The YP Vice Chair is responsible for reaching out to the membership to solicit candidate articles for posting. The Vice Chairs and designee(s) are responsible for proofreading the draft issue before publication or posting.

## Goals and Objectives

Identify specific goals and objectives for a three year period beginning in January, 2018.

1. Develop guidelines for socializing of information that represents USSD in a professional, unbiased manner.
2. Build sub-committee membership to support day-to-day activities of posting and sharing information via various electronic media tools.
3. Increase brand recognition of USSD in the dam safety community.
4. Drive continuous improvement of social media tools and increase membership use of tools by increasing awareness.
5. Identify improvement needs and opportunities to the current USSD website platform and develop plan for review and approval by the USSD Board.

## Membership

The proposed membership of the USSD Sub-Committee on Website and Social Media is provided below.

To be added