MANDATE

- To provide TESL Ontario members with an online professional community in which they can connect with their peers, obtain and share relevant resources, and teaching strategies.

- To develop and provide direction, planning and execution of a social media strategy and practices for TESL Ontario that would result in a professional community for its members.

REPORTING RELATIONSHIP

The Chair is appointed by the Executive Director and reports to the Executive Director. The members of this Committee are recruited from the general membership.

The role of the Chair is as follows:

- To develop and implement a social media plan/strategy for the Association including:
  - Setting annual objectives that conforms with TESL Ontario’s objectives.
  - Employing strategies that raises the profile of TESL Ontario's social media plan.
  - Increasing TESL Ontario’s delivery of social media content using existing platforms including, Linked In, Twitter and Facebook. As well as to consider the development of new platforms such as blogs, webinars, live chats and discussion groups.

TERM

2 years from AGM to AGM, and may be reappointed for a further 2 year term.

MEETINGS

Frequency of meetings as determined by Chair. Meetings may be face-to-face or via conference call.

AGENDA

The Chair shall develop an agenda in advance of each meeting.

MINUTES

Minutes shall be recorded and sent to the TESL Ontario office. The minutes will subsequently be circulated to all Committee members. A copy of the minutes shall be kept on file at the TESL Ontario office.

Last updated: January 10, 2013