



## **Social Media Sub-Committee**

### **Committee Charge**

The mission of the Social Media Sub-Committee is to inform the membership of the activities of the SCA.

The goals of the Social Media Sub-Committee are to inform the membership of the Society's activities and actively engage members on the various social media platforms used by the SCA.

### **2024-25 Benchmarks**

*(Action items for upcoming year)*

1. Create at least 10 original social media postings showcasing the SCA and SCA content
2. Start a member spotlight social media segment, highlighting at least three members annually
3. Increase engagement with SCA social media content as measured by postings and likes
4. Create content for posting during annual meeting

### **2024-25 Committee Members**

Michael Fabbro, MD - Chair

Venkat Mangunta, MD – Parent Committee Chair

Lisa Rong, MD – Board Liaison

Andaleeb Ahmed, MD, MPH

Kristin Swenson, MD

Daniel Wyler, MD

Ashley Yager, MD