

## **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 <u>goals</u> 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.

## 2025-26 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 Regina Linganna, MD - Board Liaison

Andaleeb Ahmed, MD, MPH Fallon O. France, MD Ashley Yager, MD