

New Zealand Veterinary Nursing Association (NZVNA)  
Media – Social Media Sub-Committee  
Terms of Reference

The purpose of the Media Sub-Committee is to:

- Support the vision and objectives of the NZVNA.
- Develop content for the NZVNA Facebook page and groups as well as Instagram account with respect to awareness and industry matters to promote engagement of our members and followers.
- Moderate the NZVNA Facebook page.
- Secure content and other items of interest for eNewsletters, the NZVNA website and other media channels as deemed appropriate.
- Moderate the NZVNA website.
- Present ideas to the NZVNA Executive Committee for opportunities to further enhance the benefits provided to members in regard to editorial and communications.

Sub-Committee Composition:

- The Sub-Committee will comprise of up to four NZVNA members who represent a diverse cross-section of the NZVNA membership special interests. They must hold a current full membership or student membership of NZVNA.
  - If the Sub-Committee feels that they require additional members to achieve goals and KPI's set, they can submit a proposal to the NZVNA Executive Committee.
- The Sub-Committee will nominate one member to act as chair and one member to act as secretary. If a consensus can not be made by the Sub-Committee, the Executive Committee will appoint these positions.
  - These positions will be reviewed annually by the Sub-Committee and the Executive Committee.
- A representative from the NZVNA Executive Committee will be appointed to oversee this Sub-Committee. This representative will not be the president of the NZVNA Executive Committee.

Meeting frequency:

- The Sub-Committee will meet at least quarterly.
- A quorum for the meetings will be at least three members of the Sub-Committee.
- The meetings can be held on-line (via SKYPE, Zoom or any other teleconference abilities available to the Sub-Committee) or in-person, where travel is not required.
- The representative from the NZVNA Executive Committee can be invited to the Sub-Committee meetings by the chair but is not required at every meeting.
- An annual meeting of all Sub-Committees is required at the NZVNA conference. If members are not attending conference, and a quorum for their Sub-Committee is not met, they will be required to attend the meeting via tele-conference.
- Other communication outside of these meetings will be required. This can consist of;
  - Emails which a significant amount of the work of this committee will be undertaken by. All members of the Sub-Committee must agree to respond to all emails within 72 hours and will notify the Sub-Committee chair if circumstances such as holiday or illness arise which limits their ability to achieve this.
  - Private Facebook group that is set up and administered by the NZVNA Executive Committee

Reporting:

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- The minutes of all meetings will be documented and forwarded to the representative of the NZVNA Executive Committee within 14 days.
- Any recommendations made to the NZVNA Executive Committee need to be submitted in writing 14 days prior to the next scheduled Executive Committee meeting.
- The minutes and any recommendations will be included on the Agenda of the next NZVNA Executive Committee meeting for discussion.

Limits on Authority:

- All positions on the Sub-Committee are voluntary and no honorarium will be awarded.
- The Sub-Committee is formed under the auspices of the NZVNA Executive Committee to undertake the role set out above, as well as consider issues referred from the Executive Committee and/or recommend pursuance of new strategies.
- The delegation of various functions to the Sub-Committee does not relieve the Executive Committee of its duties and responsibilities but merely assists it in carrying out these responsibilities.
- The Sub-Committee must operate in accordance with directions from the Executive Committee.
- The Committee will not have a budget however pre-approved, reasonable meeting expenses, will be covered under the NZVNA's operating budget.
- The Committee does not have the authority to execute contracts independently but can source quotes for work that needs to be carried out by an independent contractor.
- The Committee is able to make recommendations to the NZVNA Executive Committee in relation to initiatives both within and beyond the scope of this document though it has no authority to enforce decisions.
- Recommendations by the Sub-Committee for work to be carried out where there is a cost involved should be made to the NZVNA Executive Committee representative or NZVNA President.
- The Sub-Committee can not execute contracts independently.
- Any decisions made and recommended to the Executive Committee will be made by a process of consensus.

Conflict of Interest:

- Upon appointment of the Sub-Committee and before any work can be carried out, the members are required to sign Confidentiality Agreements and report any Conflicts of Interest (COI) as per the COI Policy.
- Members of the Sub-Committee must immediately declare any conflicts (actual or perceived) of Interest to the NZVNA President as they may arise.

Other Committees:

- The Sub-Committee is to be aware of the work being undertaken by the other Sub-Committees (listed below) to ensure a cohesive approach;
  - Membership
  - Media



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- Media - Journal

Review:

- The Sub-Committee may recommend to the Executive Committee any changes in the duties and responsibilities of the Sub-Committee and / or this Terms of Reference that it considers appropriate.

Date of Issue: 14<sup>th</sup> June 2019

Date of Review: