



University of Louisville Staff Senate

February 8, 202

Committee Members:

Dear Committee Member

Subject: Charge Letter for the Ad-Hoc Committee on Social Media and Outreach Communications

I am pleased to appoint you as members of the Ad-Hoc Committee on Social Media and Outreach Communications for the Staff Senate at the University of Louisville. The purpose of this committee is to examine the use of social media platforms for communication with our constituents, the broader UofL community, and other external parties. Additionally, the committee will evaluate the mechanisms by which these communications should be managed, including the responsibilities for posting content and the organizational structure required for effective implementation.

Specifically, the committee's tasks include:

1. Examination of Social Media Usage:

- Analyze current practices and strategies regarding the use of social media platforms for communication within the Staff Senate and with constituents. The committee is charged with evaluating various social media platforms to determine which ones are most effective for promoting engagement with university staff and community.

2. Communication with the UofL Community:

- Evaluate how social media can be effectively utilized to engage with the broader UofL community, including students, faculty, alumni, and other stakeholders. The committee is tasked with consulting the Office of Communication & Marketing Social Media team to ensure alignment with university brand standards, policies, and effective implementation strategies.

3. Engagement with External Parties:

- Assess the potential benefits and risks of using social media to communicate with external parties such as community partners, prospective students, and the public.

4. Organizational Structure:

- Determine whether the management of social media communications should be integrated into an existing standing committee's responsibilities, established as its own standing committee, or assigned to a specific officer role within the Staff Senate.



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5. Recommendations:

- Develop recommendations for the implementation of effective social media and outreach communication strategies, including guidelines for content creation, posting frequency, audience engagement, and monitoring of feedback.

Your expertise and insights will be invaluable in guiding the Staff Senate's approach to social media communication and outreach efforts. As members of this committee, you are expected to actively participate in meetings, contribute to discussions, conduct research as necessary, and collaborate with fellow members to fulfill the committee's objectives.

Please note that the committee is expected to complete its work within [specify timeline]. Regular progress updates should be provided to the Staff Senate Executive Committee to ensure alignment with the organization's goals and priorities.

Thank you for your willingness to serve on this important committee. Your dedication to enhancing communication and engagement within the UofL community is greatly appreciated.

Should you have any questions or require clarification on your responsibilities, please do not hesitate to contact [insert contact information].

Sincerely,

Kevin Ledford, Chair, Staff Senate University of Louisville