

**MARKETING & COMMUNICATIONS**

**WORKING GROUP PROFORMA**

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| WORKING GROUP NAME: | Communications and promotions group |
| GROUP LEAD: | Linda Eyre |
| GROUP MEMBERS: | Richard Pitt, Gabriele Vilanov, Mark Brennan, Emma Beal |
| **BRIEF STRATEGIC STATEMENT** | |
| To create a social media policy which will allow CAIPE board members represent CAIPE while preserving CAIPE’s ethos and integrity.  Focus on singular social media account which is attracting most traffic and enables CAIPE to build on current relationships and build new contacts. | |
| **PROPOSED ACHIEVEMENTS** | |
| Development of Social Media Policy-2nd draft approved by RP for executive board review  Focus on twitter as primary social media exposure with Facebook and Instagram to compliment | |
| **OUTCOMES** | |
| Publication of social media policies for all members/board members to be guided by when representing CAIPE with annual policy review and update | |
| **TIMELINE** | |
| 6-12 months | |