Terms of Reference
Social Media Committee
Revised October 2026

Mandate of the Committee

Work with the CPHR Alberta Marketing and Communications team to strengthen and grow CPHR Alberta's online presence and community through community and stakeholder engagement, content contributions, mediation, and content guidance.

Reporting Relationship

The Social Media Committee will report to CPHR Alberta's Digital Marketing Strategist through scheduled online meetings, email, and phone calls as described below.

CPHR Alberta Staff Responsibilities

- Appoint volunteers to the committee.
- Act as the liaison between the committee and CPHR Alberta to ensure that the mandate of the committee is met and share successes with the committee and CPHR Alberta team.
- Manage the CPHR Alberta content calendar.
- Manage access to CPHR Alberta social media channels.
- Schedule contributed content on CPHR Alberta channels.
- Edit content submissions to fit CPHR Alberta brand guide, tone, and voice.

Responsibilities

Content Creation

- Collaborate with the marketing team to identify key themes relevant to the HR field.
- Identify social media awareness days most suitable for the HR industry and create a calendar including ideas for blogs to be shared on social media.
- Organize social media takeovers for these days, including posting stories on Instagram and Facebook.

Content Research

- Support research on upcoming industry trends or emerging HR topics.
- Help source articles, case studies, and insights that align with key themes for social media content.

Membership Qualifications

- CPHR Alberta member in good standing.
- Knowledge of and comfortable navigating social platforms and active on at least one of the following platforms: LinkedIn, Instagram, and Facebook – use the platform(s) at least once per week.
- Interested and invested in HR outside of the work realm, invested in the HR profession, up to date on current events and legislation from an HR perspective.
- Enjoys sharing content and providing resources to help others in their careers.

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- Comfortable in a digital environment, with communications via email, Teams, and/or LinkedIn chats.

Time Commitment

- One calendar year minimum for the committee term
- Quarterly virtual meetings to discuss content, themes, and engagement strategies.
- Can commit approximately 2 hours each month to building our online presence on social media.

Length of term: Two-year term for members of the Committee with a possible extension up to 12 months.

CPD Log Credit: Up to 20 points per year towards continuing professional development.

Budgetary Authority

Accountability and oversight for the budget(s) allocated to social media will be the responsibility of the Digital Marketing Strategist.

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