



## Communications Committee

### TERMS OF REFERENCE

**Committee Name:** Communications Committee

**Type:** Standing Committee

**Chair:** Jason Baines

**Board Liaison:** Jason Baines

**Responsible To:** Livingston Community Association Board of Directors

**Purpose:** To oversee and execute the communications needs of Livingston Community Association to its members and the general public on multiple platforms with a goal to generate awareness, interaction and involvement in the community.

**Authority:** Active Agent

**Timeframes, Reporting and Deadlines:** Minimum 8 times per year via a monthly meeting, held typically at 7:00 pm on the first Thursday of the month. Monthly reports will be submitted to the Board.

**Composition:**

- Board Chair
- Association President
- Any interested member of the Association
- Any interested member of the Community

**Staff Support:** None

**Other Resources:**

- Expert: City of Calgary Neighbourhood Partnership Coordinator
- Budget: Yearly pre-approved budget, submitted during the development of the Associations yearly budget, for infrastructure such as website hosting, design software or any other associated costs.
- Other: Other committees that wish to communicate to the community would work with the Communication committee to develop consistent messaging and have it posted on the appropriate platforms/ mailing lists

**Communication with Board Through:** Board liaison through monthly board reports.

**Specific Areas of Responsibility:**

- Develop, maintain and execute Communication Policies
- Develop, maintain and execute messaging designs for website, Facebook, Instagram and email correspondence
- Maintain the Association's communication tools including, but not limited to:
  - The Association's website ([www.livca.org](http://www.livca.org))
  - The Association's social media presence (Facebook and Instagram)
  - The Association's mailing lists
  - The Association's signage
  - The Association's email and document management system (Google Workspace)



- The Association's public email address (info@livca.org)
- Collaborate with other committees within the Association to ensure that the committee's required communications are distributed, via the communication tools, as per the committee's timeline and design
- Collaborate with the Livingston Homeowners Association to find potential shared messaging opportunities to reach a larger audience (HOA newsletter, HOA Facebook page, HOA Instagram) while sharing messaging from the HOA as deemed appropriate by the Board
- Recommend new communication techniques to the Board for approval (Twitter, bold signs etc)

**Approval/Review Date:** November 29, 2021