



SASS COMMUNICATIONS & ELECTRONIC MEDIA & RECRUITMENT COMMITTEE

COMMITTEE TOR & POLICY GUIDELINES

COMMITTEE ESTABLISHED ito Clause 13.7 & 13.8 of the SASS Constitution.

1. INTRODUCTION / BACKGROUND

Challenges were experienced in the effectiveness of SASS's ability to communicate effectively and promptly with its members. Complaints were received regularly from unhappy members and it became imperative for SASS to address these issues and enhance our communications.

The Committee is established to effectively identify communications that need to be sent out to our members.

To identify various platforms where information and communications can be posted.

2. PURPOSE

The Committee is established to effectively identify communications that need to be sent out to our members.

To identify various platforms where information and communications can be posted.

To manage the existing platforms such as the website and WhatsApp Group.

To uplift the SASS brand on social media.

Proactively Identify matters or issues where a social media response might be required from SASS.

3. SCOPE OF APPLICATION

Beneficiaries :

- a) SASS and SODESTA Members
- b) SASS as an organisation – Image and Publicity
- c) The Public and our Stakeholders

Focus areas :

- a) SASS Website
- b) SASS WhatsApp Group
- c) SODESTA WhatsApp Groups
- d) SASS Email Banners
- e) Electronic Platform for SASS Elections
- f) New Member Recruitment
- g) Any other areas of media coverage and communications that we can utilize to our benefit

4. MANNER OF INTERVENTION

4.1 COMMUNICATION:

- ❖ Attend to prompt and timeous distribution of SASS correspondence.
- ❖ On instruction of EXCO, draft reports of events, newsletters, short messages, news flashes, etc.
- ❖ Develop content to publish on WhatsApp groups, for example relevant news articles, new judgments.
- ❖ SUCCEED Group:

Optimize the benefit to SASS in the following manner:

- Manage the SASS website:
 - Update member contact details
 - Upload newsletters, articles, legislation, new developments
 - Ensure all content is up to date
 - Upload new judgments

- SASS email signatures and banners:
 - Market the function to members to professionalize image of SASS members.
 - Review and develop new banners – link to website
 - Manage Succeed instructions

4.2 ELECTRONIC MEDIA

- ❖ Take care and optimize the SASS website
- ❖ Social Media:
 - Monitor the existing SASS social media platforms (WhatsApp groups) and address/escalate issues raised when needed.
 - Explore other avenues, such as Facebook and make recommendations to SASS management. Previously the running of a Facebook page for SASS failed, as there was no dedicated person/member taking responsibility and the function was not prioritized at the time.
 - Explore electronic surveys.

- Assist with support for future elections through development of an effective electronic platforms.

4.3 RECRUITMENT OF NEW MEMBERS

- ❖ Identify new members
- ❖ Recruit and assist new members
- ❖ Formulating a guide to deal with this

5. **THE CONSTITUTION OF THE COMMITTEE**

Preferably not less than four (4) permanent members in the main sub-committee. Including a Chairperson.

6. **ROLES AND RESPONSIBILITIES OF COMMITTEE MEMBERS (if applicable)**

1. To make themselves available for committee meetings
2. Perform on individual roles and responsibilities
3. Contribute productively and work together to provide an end product that can be implemented by members.

7. **MONITOR AND EVALUATE EFFECTIVENESS**

Members of this committee must regularly evaluate their previous work to ensure that work delivered is valuable and implemented effectively and achieves the goal.

Provide regular feedback to National Exco.