



# Digital Assets Committee

## **Purpose:**

The Digital Assets Committee (DAC) of the Oregon Association of Municipal Recordors (OAMR) oversees the organization's online presence, including maintaining the website, curating social media content, and ensuring consistent branding across digital platforms. The committee is responsible for developing policies and procedures to guide the management of OAMR's digital assets, ensuring transparency, security, and professionalism. Additionally, the DAC establishes protocols for granting access to designated members, ensuring that only authorized individuals can manage or update the organization's online platforms. The committee's efforts focus on enhancing member engagement, sharing timely information, and promoting OAMR's mission through effective digital communication strategies.

## **Responsibilities of the Digital Assets Committee (DAC) Chair**

- **Leadership and Coordination:** Provide leadership to the committee, set agendas for meetings, and facilitate productive discussions to achieve the committee's goals.
- **Policy Oversight:** Lead the development and implementation of policies and procedures for managing the organization's digital assets, including the website and social media accounts.
- **Access Management:** Oversee the process for granting and revoking access to OAMR's digital platforms, ensuring compliance with approved protocols.
- **Content Oversight:** Develop and maintain standards for website updates and social media content to ensure alignment with OAMR's mission and branding. While the committee focuses on setting guidelines for social media content review, website updates serving as resources or educational materials do not require prior committee approval.
- **Event Marketing:** Support marketing efforts for OAMR events and conferences by assisting with promotions via the website, social media, and other digital platforms.
- **Reporting:** Regularly report to OAMR leadership and the board on the committee's progress, initiatives, and any challenges encountered.
- **Training and Support:** Organize training sessions for authorized members on using digital tools, adhering to policies, and maintaining professional standards in communications.
- **Representation:** Serve as the primary point of contact between the DAC and OAMR leadership, addressing inquiries or issues related to the organization's online presence.

## **Responsibilities of the Digital Assets Committee Members:**

- **Content Creation and Management:** Collaborate to create, curate, and update content for OAMR's website and social media platforms, ensuring accuracy and relevance.
- **Policy Development:** Assist in drafting and refining policies and procedures for managing digital assets, contributing ideas and feedback.
- **Access Administration:** Support the chair in implementing access protocols and ensure compliance with security measures.
- **Platform Maintenance:** Monitor the functionality and appearance of the website and social media platforms, reporting any technical issues or inconsistencies.
- **Engagement Monitoring:** Track and analyze online engagement metrics, providing insights to improve outreach efforts.
- **Collaboration:** Work closely with other OAMR committees and members to gather and promote content that reflects the organization's activities and values.
- **Professional Standards:** Uphold OAMR's commitment to professionalism in all digital communications, adhering to established branding and messaging guidelines.