



Canadian Society of Otolaryngology - Head and Neck Surgery /  
Société canadienne d'oto-rhino-laryngologie et de chirurgie cervico-faciale

**Terms of Reference for the Position Assistant to the Social Media Associate Editor  
for the Journal of Otolaryngology Head & Neck Surgery**

**Roles and Responsibilities:**

1. Presents unbiased, independent, and professional advice to the editor(s), maintains confidentiality about board activities and discussion, and in doing so abides by the conflict of interest policy.
2. Represents and promotes the journal at conferences and through the media (via social media and recommending articles for press releases).
3. Contributes to journal strategy, mechanisms
4. Attends at minimum 75% of social media meetings annually – in person or through teleconference.
5. Liaison between the Journal, Canadian Society of Otolaryngology, academic community and the public.
6. Responsible for content control and maintaining the highest possible academic and social standard
7. To be available to individually assist authors with the creation or online content such as visual abstracts, podcasts and video media at the direction of the Associate Editors and Editors in Chief and the Managing Editor. This is in concert with a close working relationship with the publisher with the understanding that 75% of the journal publications will have content enhancement within the next 2 years.
8. Continuously evolve the position by modifying the terms of reference for this position and develop workflows for this position will improve the efficiency with the objective of enhancing quality and creativity.
9. Preference for a strong track record of publishing and reviewing for the Journal of Otolaryngology Head & Neck Surgery.

**Desirable Attributes:**





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1. Minimal conflict of interest (financial, other journal or societal membership).
2. Strong organizational and time-management skills.
3. Represents a geographical, ethnic, institutional aspect of the national continuum of otolaryngology head and neck surgery.
4. The most common model will be a resident who serves throughout the residency. Will seek to have each residency training level represented.
5. Well-developed expertise in distribution of electronic distribution of media.
6. Experience with social media platforms particularly with Twitter, Podcasts and video production.
7. Help manage efforts in building online community and reputation by monitoring the community and developing responses.
8. Ability to build and manage social media engagement on existing and emerging social platforms.
9. Commitment to create content as part of the publication stream of the Journal as it relates to visual abstracts, podcasts and videos.

