



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 of 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. Assesses manuscripts for quality /development potential, interest level and scientific merit within the scope of the Journal in a timely manner, ideally 2 weeks.
3. Identifies appropriate expert peer reviewers and manages the process.
4. Recommends / invites reviews, commentaries and short communications
5. Represents and promotes the journal at conferences and through the media (via social media and recommending articles for press releases).
6. Contributes to journal strategy, mechanisms and policies and possibly takes a lead in some areas of organization. Attends at minimum 75% of editorial board meetings annually – in person or through teleconference.
7. Helps to monitor the journal's performance.
8. Project management of special issues and thematic series.
9. Solicits and recommends external editorial board membership and mentors junior editorial board members.
10. Serves for a five-year term that is renewable.
11. Liaison between the Journal, Canadian Society of Otolaryngology, academic community and the public.
12. Responsible for content control and maintaining the highest possible academic and social standard.
13. The model would be to manage and direct a team of at least 5 residents representing each PGY level (PGY1-5) to assist in content creation.
14. Establish a workflow with the publisher to have a visual abstract, podcast or video with social media exposure with 75% of published manuscripts within the next 2 years.
15. 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.





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16. Preference for a strong track record of publishing and reviewing for the Journal of Otolaryngology Head & Neck Surgery.

**Desirable Attributes:**

1. Minimal conflict of interest (financial, other journal or societal membership).
2. Well-developed expertise in the area required.
3. An established track record of scientific publications and evidence based medicine.
4. Excellent writing and other communication skills.
5. Strong organizational and time-management skills.
6. Represents a geographical, ethnic, institutional aspect of the national continuum of otolaryngology head and neck surgery.
7. Experience with social media platforms particularly with Twitter, Podcasts and video production.
8. Help manage efforts in building online reviews and reputation by monitoring online reviews and developing responses.
9. Ability to build and manage social media engagement on staple and emerging social platforms.
10. Committed to work motivating the publisher to create digital content to enhance the current manuscript offerings.

