



VOLUNTEER GROUP CHARGE

2101 L Street, NW
Suite 500
Washington, DC 20037
T: 202 828-7422
F: 202 828-5110
www.usgbc.org

Maryland Communications Committee

USGBC Department: USGBC Maryland
USGBC Staff Lead: Cindy Zork
Number of positions: 5-10
Activity Start Date: Annual
Activity End Date: Annual
Group Type: Working
Reports to: USGBC Maryland Market Leadership Advisory Board

TO APPLY: <https://usgbc.wufoo.com/forms/qkt52jk1shz8y1/>

Purpose

The Maryland Communications Committee plans, collects, organizes and posts information for USGBC Maryland's social media sites, including Facebook, Twitter, Instagram, and Linked In.

This volunteer group primarily supports the following strategic imperative(s) of [USGBC's 2017-2019 Strategic Plan](#):

- Ensure viability through organizational and community excellence

Goals

- Celebrate green building leadership in Maryland with a regular article series and social media features
- Promote local event registration to see a 20% increase over the previous year's attendance
- Build relationships by providing high quality content that grows our social media audiences by 5%

Membership Roles

- **Articles**
 - Develop ideas and connect with to area project teams to collect content for monthly article series
 - Draft articles and share with USGBC staff for posting on USGBC.org
- **Social Media**
 - Outreach to area project teams to collect content for Feature Friday and Member Monday series
 - Draft and post Feature Fridays and Member Mondays social media series on Facebook and LinkedIn
 - Promote USGBC events by posting short descriptions on Facebook, and share/cross-post to partner sites as appropriate
 - Share relevant content to USGBC MD's social media pages (Facebook, Twitter, Instagram, Linked In) as appropriate

Staff Support

- Cindy Zork, Director, Community – Maryland
 - czork@usgbc.org

Time Commitment

This group operates annually, with communication via email. Volunteers may dedicate 2-3 hours per month.



VOLUNTEER GROUP CHARGE

2101 L Street, NW
Suite 500
Washington, DC 20037
T: 202 828-7422
F: 202 828-5110
www.usgbc.org

Terms

Refer to the [Policies and Procedures for Committees and Working Groups](#).

For more information about USGBC and volunteering, download the [USGBC Volunteer Manual](#).

All USGBC volunteers, who serve on a Committee and/or Working Group, are required to read and agree to abide by the U.S. Green Building Council's [Code of Conduct](#) for Committee and Working Group members. This includes an acknowledgement of the [Antitrust Policy](#), the [Anti-Harassment Policy](#), and [Policies and Procedures](#) for Committees and Working Groups.

USGBC ANTITRUST COMPLIANCE STATEMENT

Organizations such as USGBC may engage in a number of educational activities for its members and the public. For example, USGBC may collect or distribute to industry participants, customers and the public information about green building products or services. However, since organizations like the USGBC involve interaction and communications between competitors, they also are subject to scrutiny under the antitrust laws. It is the policy of USGBC to comply fully with the antitrust laws. To avoid creating any issues under the antitrust laws, the members of the USGBC should not engage in any discussions or agreements concerning the following topics either in formal meetings or informal social gatherings:

1. Prices, price changes, price quotations, bids, pricing policies, pricing philosophies, price levels, price differentials, mark-ups, discounts, or allowances;
2. Any element of price, including credit, warranties, or other terms and conditions of sale;
3. Output, production, profits or costs;
4. The customers to whom a company sells;
5. The territories in which a company sells;
6. The amount that a company pays for goods or services;
7. The selection, rejection or termination of customers or suppliers;
8. Business plans or strategies;
9. Restrictions on the development or use of technology; or
10. Exchange of any competitive information.

Please note that this statement is not complete and is only a general guide. The intent of this statement is to remind the members of the importance of continued compliance with the antitrust laws.