



Communications Committee Terms of Reference

As of April 2026

Rationale

As a professional international association, the WNF is engaged in a diverse range of activities; however, all activities have an overarching goal to enhance and promote the global naturopathic profession.

The WNF represents naturopathic doctors and naturopaths globally. All member organizations need to support the highest in naturopathic educational standards for their country and need to support the regulation of the naturopathic profession. The naturopathic profession is defined by its philosophies, principles and theories and encompasses a broad set of therapies, practices and procedures.

The WNF social media network currently includes [LinkedIn](#), [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#). The WNF social media is the external face of the WNF and as such it supports WNF initiatives and activities associated with the WNF Strategic Plan. The WNF social media is also the hub for the WNF community to share resources, activities and to network with other naturopathic organizations and individuals.

Membership

- Maximum number of members: nine (9)
- At least three (3) world regions represented
- At least two (2) and a maximum of four (4) members from the WNF Board (one to be Chairperson).
- At least three (3) and a maximum of five (5) full members
- At least one (1) and a maximum of two (2) social media coordinators.
- The WNF Chief Executive Officer.
- Any conflicts of interest must be declared, and those individuals may be asked to leave the working group.

Period of Office

Appointed members shall normally serve on the Communications Committee for a term of two (2) years. Members may serve consecutive terms.

Quorum

A quorum for meetings of the Communications Committee shall be half the membership (at the time, plus one and a WNF Executive member must always be in attendance.

Goals

The Communications Committee shall be directly responsible to the WNF Board and will have the following functions:



- Develop communication guidelines to support the social media for WNF and its members.
- Support the WNF strategic plan through social media.
- Support the growth of the WNF social media
- Support social media engagement of WNF members
- Approve the content of posts and messages published
- Monitor social media activity, engagement, and feedback
- Ensure consistency of messaging, tone, and brand representation across WNF social media.

Meeting Schedule

The Communications Committee shall meet four (4) times a year, normally before meetings of the Board. Additional meetings may be scheduled on a needs basis to enable the Committee to discharge its duties.

Meeting Procedures

For the purpose of this Committee policy and associated procedures, “meeting” shall include a meeting conducted face-to-face, by telephone (teleconference) or by audio visual means.

External stakeholders of the WNF may request the opportunity to address the Communications Committee at any time and this request will be considered and approved by the Chair/co-Chairs. The minutes of the meeting will be recorded and shared with the members within a week of the meeting.

Review and Reference

Terms of Reference and the functioning of the Communications Committee will be subject to review at least every two years by the Board to ensure that it is operating effectively, fulfilling its functions and reviewed for continuing relevance. Each year the Communications Committee will undertake a self-evaluation of performance. Areas requiring further attention in the following year will be highlighted to the Board.