



Massachusetts Association for Applied Behavior Analysis

Social Media & Website Committee

VISION

1. Through a variety of social media platforms and via the MassABA website:
 - a. Support MassABA's current Strategic Plan.
 - b. Support MassABA's mission to promote the advancement of the behavior-analytic profession.
 - c. Support MassABA's goal to engage and retain members.
 - d. Support MassABA's goal to increase membership.

GOALS

1. Disseminate information and news specific to MassABA.
2. Disseminate information regarding the profession and science of Applied Behavior Analysis.
3. Advocate for the profession of Applied Behavior Analysis.
4. Disseminate information and opportunities regarding professional development.
5. Review and redesign current website for easier access and more opportunities for engagement;
6. Regularly update MassABA website; engage membership, stakeholders, and other professionals using the MassABA website and social media platforms.
7. Strengthen perception of the profession and science of Applied Behavior Analysis through social media – communicate successes and accomplishments.
8. Develop and maintain a quarterly newsletter for members and stakeholders