



Social Media Committee

CHAIR: Daniela Hermelin, CABP ,MD

PURPOSE:

- To help advance and strengthen the AABB social media community.
- To help promote the Association's activities through AABB's social media channels.
- To advise the AABB Marketing and Communications Team on social media initiatives.
- To foster, cultivate and preserve a culture of belonging for both the participants of AABB's social media community and the activities and topics of focus.

CHARGES:

1. Ensure that AABB's social media channels promote the Association's mission and vision and foster a collaborative online community.
2. Ensure AABB's social media activities provide value for the community and help advance the Association's role as a key voice on social media for the blood and biotherapies field.
3. Assist in the development of initiatives for AABB's social media channels that promote education and collaboration for the community.
4. Advise AABB staff on best practices and new initiatives for social media.
5. Advance awareness about AABB programs, including the Annual Meeting, on social media.
6. Promote engagement among AABB members on AABB's various social media channels.
7. Promote the work of AABB's other committees on social media.

Current Personnel as of December 26, 2025

Name	Roles
<u>Chair</u>	
Daniela Hermelin, CABP ,MD	
<u>Junior Committee Member</u>	
Julia Dugger	
<u>Member</u>	
Rebecca Coward	
Justin Kreuter	
John Sherbeck	
Aaron Shmookler	
Chloe Homich, MLS(ASCP)SBB	
<u>Staff Liaison</u>	
Drew Case	

Time Commitment: