

# **Report on the Roles, Responsibilities, Goals, and Objectives of the Communication Committee Middle East Society for Sexual Medicine (MESSM)**

## **1. Introduction**

The Communication Committee of the Middle East Society for Sexual Medicine (MESSM) is responsible for managing and enhancing all communication channels of the Society. Its primary mandate is to strengthen MESSM's visibility, engagement, and outreach through effective digital communication, website management, social media presence, and coordinated membership-related communication strategies. The Committee also oversees several subcommittees that support public policy alignment, funding communication, and membership affairs. Together, these efforts promote MESSM's scientific activities, educational initiatives, and mission to advance sexual health across the Middle East and beyond.

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## **2. Roles of the Communication Committee**

The Communication Committee serves as the central body responsible for planning, coordinating, and executing MESSM's communication and outreach strategies. Its key roles include:

- Providing strategic direction for MESSM's internal and external communication.
  - Enhancing the Society's digital presence and public visibility.
  - Ensuring consistent, accurate, and engaging dissemination of information across all platforms.
  - Supporting MESSM's scientific, educational, funding-related, and membership activities through effective communication tools.
  - Supervising the work of affiliated subcommittees to ensure alignment with MESSM's overall strategy.
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## **3. Responsibilities of the Communication Committee**

### **3.1 Website Editorship and Digital Infrastructure**

- Overseeing website content management to ensure accuracy, relevance, and regular updates.
- Implementing Search Engine Optimization (SEO) strategies to improve website visibility and search engine rankings.
- Conducting keyword research and optimizing meta tags, headers, and on-page content to attract organic traffic.
- Monitoring website analytics, including traffic, engagement, and performance metrics, to guide data-driven improvements.

- Coordinating with technical teams to ensure fast server performance, reliable hosting, and optimal website loading speed to enhance user experience and accessibility.

### **3.2 Website Content Update and Upgrade**

- Establishing a regular schedule for content review and updates to reflect recent developments in sexual medicine and MESSM activities.
- Enhancing user experience by improving website navigation, readability, and overall structure based on user feedback and analytics.
- Upgrading visual elements, including graphics, images, and videos, in alignment with MESSM's brand identity.
- Ensuring full mobile optimization through responsive design to accommodate users accessing the website via smartphones and tablets.
- Promoting website content through social media, email campaigns, QR codes, URLs, and distributed invitation links to increase reach and engagement.
- Expanding the promotion of webinars covering diverse subspecialties in sexual medicine, featuring regional and international speakers, and highlighting CME-accredited activities.
- Enhancing the visibility of the MESSM Academy and Newsletter through regular bi-weekly updates showcasing events, achievements, and progress.

### **3.3 Social Media and External Relations**

- Managing and expanding MESSM's presence on social media platforms, including X (Twitter), Instagram, LinkedIn, and Facebook.
- Increasing the frequency and consistency of posts to maintain active engagement with professional and public audiences.
- Organizing regular educational episodes featuring MESSM members to raise awareness of male sexual dysfunction, female sexual dysfunction, and psychosexual health.
- Establishing collaboration with communication committees of international societies such as ISSM, SMSNA, and ESSM to exchange expertise and best practices.
- Strengthening collaboration with ISWSH to promote female sexual health initiatives within MESSM.
- Highlighting publications and academic achievements of MESSM members to maximize visibility and professional recognition.

### **3.4 Membership Outreach and Engagement**

- Supporting membership communication and engagement activities in coordination with the Membership Subcommittee.
- Promoting membership benefits, renewal reminders, and Society activities through digital platforms.

- Encouraging participation of residents and medical students through tailored communication, discounted memberships, and dedicated engagement initiatives.
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#### **4. Affiliated Subcommittees Under the Communication Committee (Brief Overview)**

##### **4.1 Public Policy Subcommittee**

The Public Policy Subcommittee focuses on aligning MESSM's public-facing messages with regional health priorities and societal needs. It contributes to public awareness campaigns, supports culturally appropriate health communication, and collaborates with the Communication Committee to disseminate scientifically accurate information to the public through digital platforms.

##### **4.2 Funding Subcommittee**

The Funding Subcommittee works in coordination with the Communication Committee to support fundraising and sponsorship-related communication. Its role includes assisting in the preparation of funding-related materials, promoting sponsorship opportunities, and ensuring transparent and professional communication with partners and supporters.

##### **4.3 Membership Subcommittee**

The Membership Subcommittee is responsible for monitoring membership status, including active, pending, and expired memberships. It prepares periodic reports on membership numbers, growth trends, and renewal rates, and supports communication efforts related to member engagement, retention, and recruitment.

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#### **5. Goals of the Communication Committee**

The goals of the Communication Committee are to:

- Strengthen MESSM's digital identity and regional and international visibility.
  - Improve communication efficiency and audience engagement across all platforms.
  - Support public policy awareness, funding initiatives, and membership sustainability through coordinated communication.
  - Promote MESSM's scientific, educational, and academic initiatives effectively.
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#### **6. Objectives of the Communication Committee**

To achieve its goals, the Communication Committee aims to:

- Maintain a dynamic, user-friendly, and up-to-date website that serves healthcare professionals and the public.
- Increase online engagement and reach through structured social media and content

promotion strategies.

- Ensure clear communication related to membership status, funding activities, and Society initiatives.
  - Foster collaboration with regional and international societies through shared communication initiatives.
  - Encourage active involvement of members, residents, and medical students in MESSM activities.
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## **7. Conclusion**

The Communication Committee, together with its affiliated subcommittees, represents a key pillar in advancing the mission of MESSM. Through integrated communication strategies, membership oversight, funding support, and public policy alignment, the Committee ensures effective outreach, increased visibility, and sustained engagement with members, partners, and the broader community. Its work directly supports the growth, impact, and long-term success of MESSM in promoting sexual health education and awareness across the Middle East.