

Social Media – Job Description

JOB PURPOSE

Raise the profile of the SDHS through social media, using such things as Facebook, Instagram, and Twitter.

DUTIES and RESPONSIBILITIES *(to be discussed)*

Develop a strategy with respect to social media and its value to the Society. Continuously update.

Identify and recruit people knowledgeable in such methods.

Help find content for distribution when appropriate.

Help coordinate distribution of content using different online methods.

Collaborate with Web Master on content.

Help advertise and promote Society activities and events.

Keep the Board apprised of activities, seek out policy advice with respect to social media when appropriate, and help educate the Board about social media software and methods.

Oversees social media accounts (usernames, passwords, permissions, budget, etc.)

Monitors trends and encourages adoption of social media tools.

This is a new position and has, as yet, no associated "How To".

