

Social Media Director

Reports To: Council Secretary

Summary

The Social Media Director administers the presence of the organization through social media mediums including, but not limited to, Twitter, Facebook and LinkedIn. Acts as a backup to the Webmaster and Public Relations Director.

The Social Media Director will also work in conjunction with conference social media chair, and collaborate with Chapter Social Media Chairs to promote council events

The Social Media Director will work with the council's marketing/public relations agency on editorial calendars.

Description

- Targets virtual communities and network users. The goal is to achieve superior and consistent engagement, website traffic, and revenue.
- Remain current on new and existing platforms and make suggestions based on research, benchmarking, best practices and audience identification.
- Responsible for generating, editing, publishing and sharing content weekly and encouraging community members to take action. Original text, HTML, videos, images, memes and other engaging content is encouraged.
- All content should be discussed with the Secretary, prior to posting.
- Must ensure all HR Florida branded promotions (council or conference) must be posted first via an HR Florida address before being posted, shared, liked or re-tweeted by individual council or conference members.

Duties & Responsibilities

Council

- Develop policy and procedural documentation for succession planning including logins/passwords, posting guidelines and editorial calendar.
- Optimize Council pages within each platform, develop user/member guidelines and maintain group; approve membership, audit members, add news items, facilitate discussion, etc.

State Conference

- Will work in conjunction with the social media chair on the State Conference team.

Leadership & Legislative Conferences

- Develop policy and procedural documentation.
- Add information related to conference to LinkedIn and Facebook groups in addition to releasing information via Twitter.
- Work with marketing and conference team to develop strategies to best incorporate avenues for increased marketing/advertising/sponsorship opportunities
- Facilitate onsite social media related activities at conferences; programs, networking events, etc.

Knowledge, Skills & Abilities

The Social Media Director will maintain the following competencies:

- Significant experience using Twitter, LinkedIn and Facebook
- Experience with personal and professional branding
- Ability to perform basic graphic design
- Understanding of and ability to perform basic website management – including writing HTML code

Requirements

The Social Media Director must be physically present at ALL HR Florida events and major chapter events, as directed, to provide live updates.

- If the Social Media Director is unable to attend an event, they must identify a designee to provide pictures, quotes, etc. in real time so the Social Media Chair can still provide updates

Participation in training as necessary.