



Psi Chi Chapter Social Media Chair Position Description

The ideal Social Media chair will be a member of your Psi Chi chapter who has knowledge of and a facility with social media platforms. Also, ideally the Social Media Chair will be someone who wants to spread news and content about both your chapter's activities as well as those of the Psi Chi Central Office. Social media is a heavily used outlet for promoting events and activities. By linking your chapter's social media platforms with those of the Psi Chi Central Office, Psi Chi will be able to better serve your chapter.

Position Objectives:

The **Psi Chi Chapter Social Media Chair** will be a part of Chapter Leadership. The Social Media Chair will maintain Chapter social media account(s) including but not limited to Facebook, Twitter, Instagram, and LinkedIn. The Social Media Chair will create and implement a social media strategy in accordance with Chapter goals and will track social media progress on a regular basis.

Key Responsibilities:

Initially, please review your own university's website references to Psi Chi to ensure information is accurate and up to date: for example, Psi Chi should be listed as the International Honor Society, not National, etc.

Mission statement should read: Recognizing and promoting excellence in the science and application of psychology. Also, name and contact information of the current Psi Chi chapter faculty advisor should be made available. See www.psichi.org

If corrections are needed, please contact the webmaster at your school.

Then:

- Create (if one does not already exist) a page for your chapter on your chapter's chosen social media platforms
- 'Like' or follow all Psi Chi Central Office homepages and your region's Facebook page:
Facebook: <https://www.facebook.com/PsiChiCentralOffice/>
LinkedIn:
<https://www.linkedin.com/company/psychitheinternationalhonorsocietyinpsychology/>
- **Instagram:** psichihonor
Twitter: @PsiChihonor; @PsiChidonate
- Generate and revise social media content for your chapter activities and events
- Re-post Psi Chi Central Office content to your Chapter's social media platforms. Such content will be related to Psi Chi initiatives such as:
 - The Psi Chi Chapter Challenge
 - The Psi Chi Diversity Matters Membership Drive
 - The Psi Chi Presidential Initiative(s) or Agendas
 - Training opportunities with the Psi Chi Central Office
 - Psi Chi programming at psychological conferences
 - Historical information about Psi Chi and its members
 - Psi Chi merchandise sales
 - And more!
- Make your chapter aware of all communications from the Psi Chi Central Office: The Eye on Psi Chi quarterly magazine, Monthly Student Digests, the Psi Chi Journal

Time Commitment:

The Social Media Chair's ongoing responsibilities require 2–4 hours of work per week.

Position Benefits:

The Social Media Chair will, in addition to gaining experience with social media in a formalized setting will benefit from:

- Developing and enhancing leadership skills
- Interacting with fellow Psi Chi members and your Psi Chi Faculty Advisor
- Learn about Psi Chi Central Office initiatives and interact with staff on an as-needed basis