

JOB DESCRIPTION

Position title:	Social Media Chair	Effective:	8/1/2018
Reports to:	President	Status:	Volunteer
Level:	Board Member, Chapter	Term:	2 years

Position Summary

Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR professionals, both within and outside of chapter are fully informed of chapter resources and activities by using existing and developing social media. Works closely with other chapter members to ensure that the chapter is portraying a consistent and professional image to its members and to the business community at large.

Responsible To:

- The members of the chapter
- The chapter president

Position Responsibilities

- Evaluate the social media landscape and decide what platforms will be good tools for the chapter.
- Work to understand and develop an effective strategy for use of new media, giving serious consideration as to how this impacts the roles of the community and marketing chair.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the chapter.
- Work to educate board of directors about the use of new media, both from a technical prospective and from a business approach. Plan to host a session on new media at the annual board retreat.
- Work with the Marketing Chair and VP, Programs to promote all chapter events; and other members of the board of directors to promote their initiatives, such as the SHRM Foundation Director to promote SHRM Foundation Scholarship Programs.
- Work with the chapter conference chairperson to ensure a strong social media presence at the local conference. Develop and implement a strategy to use new media in promoting and presenting the chapter conference. This includes advocating for blog panels, free conference wireless internet and social media conference space.
- Develop relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the local level.

- Consult with other chapter representatives to compare best practices on use of new media, in various applications, and how they are used to promote local chapters and local conferences.
- Performs other related projects as agreed upon.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resource community.
- Attend all monthly membership and board of directors' meetings.
- Upon completion of the position's term, assist the incoming Social Media Chair to assure a smooth transition of responsibilities and continuity of knowledge and resources.

Requirements:

- Must be an SHRM member in good standing for entire term of office.
- Must be willing to attend SHRM functions and work in a consistent timely fashion.
- SHRM-CP or SHRM-SCP Certification preferred.
- Significant experience using Twitter, LinkedIn and Facebook
- Experience with personal and professional branding
- Ability to perform basic graphic design

Resources Available:

- SHRM supplies the following resources for chapter Social Media Chairs:
 - Chapter Best Practices
 - SHRM Leaders Guide

And MUCH MORE...available online at the [SHRM's Volunteer Leader Resource Center](#).

Note: Check for new and updated resources that are continually being developed.