



**Social Media Chair
Job Description
7/22/2022**

Term

- **Two Years**
- Shadowing for the role begins in mid-September through December of the year leading up to term.
- Social Media Chair will take office at the Annual Chapter Meeting in December.

Description of Role

Social Media Chair, working in conjunction with the Communications Chair, is responsible for managing social media communication on Facebook, Twitter and LinkedIn. The Social Media chair publishes news of the community consistent with the IATA e-alert (shared and managed by the Communication Chair). Social Media chair keeps logins and passwords current for all communications platforms in google drive administrative folder. All outgoing messages are subject to the approval of the President.

Desired Attributes

Excellent Communication Skills, Accessible, Organized, Diplomatic, Flexible, Ability to delegate, Detail-oriented, Patient, Able to work independently and as a team and Commitment to follow-through.

Responsibilities

- Maintain membership in IATA and AATA
- Attend and actively participate in all Board and Chapter Meetings
- Assist President in preparing and submitting Chapter paperwork as delegated.
- Set annual goals at first board meeting
- Managing advertisement, and store media for advertisement. Publish advertisement on e-alert for one-time advertisers, publish on e-alert, website, social media for ads that are 6-months or more.
- Social Media director is not responsible for making advertiser's media such as their posts to be used on e-blast, website or social media. They have to provide them ready to use.
- Manage social media communication on Facebook, Twitter and LinkedIn. Post photos of events, announcements and art therapy news
- Take on additional responsibilities as requested by the President.

Approximate Time Commitment Per Week: 1-2 hours. More hours required during peak periods of Chapter activity, such as week prior and following Chapter or Executive Board Meetings.