



# Social Media Director

Position Description - Job Title - Volunteer Role

## 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 without of SHRM are fully informed of chapter resources and activities by using existing and developing social media. Works closely with other chapters 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 chapter president and board of directors
- The members of the chapter

## 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 chapter's, website director.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the chapter.
- Develop and document procedure for social media accounts to ensure smooth succession planning in future.
- Work to educate chapter members about the use of new media, both from a technical perspective and from a business approach. Annually host a brief session on media at chapter event.
- Develop and implement a strategy to use new media in promoting and presenting our chapter meetings and events.
- 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 chapter and chapter conferences.
- Performs other related projects as agreed upon.
- Work closely with Website Chair and Secretary to ensure consistent communications across all communication channels.
- Work Closely with Membership Chair (e.g., create content to promote recruitment of new members).
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors' meetings.