

WICT RM Chair, Social Media



Women in Cable
Telecommunications™
Rocky Mountain

RESPONSIBILITIES:

- Social media provides an opportunity to connect with Chapter membership on a timely and concentrated basis. The Social Media Chair posts to and engages with chapter membership on strategic social media which may include LinkedIn, Facebook, YouTube, Twitter, Instagram and others as appropriate.
- Serves as subject matter expert to board for all social media-related questions.
- Initiates, monitors and engages in social media on behalf of the chapter regarding key programs, events, tidbits of interest and more as appropriate.
- Evaluates social media platform metrics to create informed strategies for increasing engagement.
- Ensures coordination with the national WICT social media feeds and branding guidelines.
- Acquires content from external sources (in keeping with chapter goals) and from WICT RM BOD and committee members to use in social media strategy.
- Effectively incorporates social media into the website experience and works closely with other Marketing & Communications members to ensure seamless coordination.
- Develops and documents strategy to ensure transition plan for future committee members.
- MEASURE OF SUCCESS: Demonstrated use of social media platforms with measurable engagement results. Builds and drives programs for members to use social media for engagement at all WICT RM events and programs.

TIME COMMITMENT:

- All Board positions are a 2-year commitment
- Monthly Board Meeting
- Expectation to participate in WICT events whenever possible (~2 times per month)
- ~4 hours per week for different tasks assigned above
- Additional time as needed