

## Director of Social Media

Perform all duties of V.P. of Social Media as outlined in the by-laws. Responsible for the publication, distribution, and credibility of information to the membership in an accurate and timely manner, updating and maintaining the chapter website, and presenting a monthly update of activities for monthly Board meetings via the Score Card.

### Roles & Responsibilities

- **Post Power Member messages on social media ~ CARE<sup>A</sup>**
- Promote chapter on social media – chapter events, member spotlights, links to website, member testimonials, awards, raffle winners, etc.
- Maintain communication with local ATD members through updates on Social Media
- Recruit and train future V.P. of Social Media
- Represent the chapter professionally and ethically in all business functions and organizational activities
- Attend and participate in monthly board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available
- Review & consider additional forms of social media as applicable (twitter, Instagram, tik tok, Facebook, etc.)

### Weekly Tasks

- Invite new members to the ATD Greater Las Vegas LinkedIn Group
- Invite chapter members to blog or vlog and share on our LinkedIn group page
- Update social media sites regularly with information about upcoming events

### Monthly Tasks

- Attend and present an update at monthly Board Meeting via Score Card
- Post event photos to social media sites by the following Monday

### Annual Tasks

- **Maintain joint chapter/ATD membership and participate in ATD leadership development opportunities ~ CARE**

