

# **SOCIAL MEDIA ADMINISTRATOR**

The chief function of the GAWN Social Media Administrator is to oversee and expand GAWN's online social media presence, and to publicize GAWN's mission and events.

## ***MONTHLY LUNCHEON MEETING***

### **BEFORE:**

- Collect speaker bio information from the Program & Events Coordinator to post
- Create events on social media. Invite members and share info.
- Update social media with new speaker information, provided by Program & Events Coordinator.
- After creating FB event, keep information current – post one-week reminder (re early-bird discount, for example)
- Share information as regular posts on business page and as post/comment on the event itself
- Always add registration link to make it easy to sign up and tag Sweetwater Branch Inn where appropriate.

### **DURING:**

- Assist guests and members with introductions.
- Provide assistance as necessary.
- If no photographer attending, take photos during event of guests, speaker, food, displays, etc. to post on social media
- If no photographer, Post 1 picture of food, 1 pic of people networking, 2 photos of speaker (close-up and wide shot to show turnout), 1 picture of door prize and spotlight winners

### **AFTER:**

- If no photographer, upload photos from event to Facebook

## ***MONTHLY BOARD MEETING***

### **BEFORE:**

- Prepare report on upcoming publicity for next luncheon.

### **DURING:**

- Present reports.

### **AFTER:**

- Complete any action items

## ***OTHER ANCILLARY DUTIES***

- Serve as administrator of all social media platforms (currently Facebook, and Instagram)
- Utilize logo and branding kit/avatar image to ensure consistency across platforms
- Create regular postings for each platform
- For Facebook: After next luncheon event is created on website, create Facebook event and invite Board members
- Throughout month, put out content related to mission statement

- Following are examples of content that can be created and curated:
  - Member spotlight winner
  - Photo of luncheon speaker with title and synopsis of presentation
  - Door prize winners
  - Meet your board
  - Share a key benefit of joining GAWN
  - Share articles about women in business
  - Create infographic with benefits of working with small businesses that cater to women
  - Share inspiring quote
  - Share thought-provoking articles and encourage discussion
  - Fan-page Friday – allows all fans to share a promo or great article that they read
  - Recommendation Day – Give a shout out to a business because of a great customer-service experience there