



## Capital City Executives' Association Roles & Responsibilities ~ Social Media

Last updated: March 2014

*The Social Media portfolio is assigned by the Board of Directors. The term is for one year.*

Under the guidance of the Board of Directors (BOD), and with support from the Executive Assistant (EA), the Social Media Director (SMD) is responsible for the following:

- Promotes the association through Facebook, LinkedIn and Twitter – posts regarding speakers, events, members accolades etc.
- Engages members in social media and encourages them to promote the association through social media
- Arranges workshops and training sessions for members with the Programs Director and the Entertainment Director
- Takes photos at the meetings or assigns a member to take photos for the purposes of social media
- Attends and reports at all BOD Meetings
- Presents a synopsis of the year's work in the role of SMD to the members at the Annual General Meeting
- Provides additional reports throughout the year to the members upon request
- If there is more than one member volunteering in this capacity, it then can become a committee with one Director chairing the committee and who will attend the BOD meetings
- Upon completion of his/her term the SMD will liaise and provide information to the incoming SMD