



ST ALBANS TOUCH

SOCIAL MEDIA SECRETARY

1a Role brief

To join our committee, we are looking for a Social Media Secretary to create and maintain an online presence for our club (Facebook, Instagram, Twitter, ...).

1b Role description

We are looking for someone to take care of our Social Media presence using Twitter, Facebook, and Instagram.

- Twitter is great for short and simple updates that are easily digestible and sharing links to further information should followers want to read it. Therefore, it is ideal for club announcements such as changes to training dates or reminding club members of training timings.
- Facebook is more effective if you'd like to create a closed group to safeguard club members online or for promoting your organisation via a fan page. Providing updates is just as easy as with Twitter.
- However, last but not least, Instagram is handy for sharing photos and videos from training, matches, and promotional events. You could even design your own hashtag and encourage our members to use it to increase and monitor visibility.

What Should You Post?

The world is your oyster when it comes to social media posts, however current and potential club members will most likely appreciate:

- Team announcements
- Event notifications
- Game results and trophy wins
- Training arrangements/cancellations
- Support acknowledgements
- Photos and videos from training or matches

The estimated time commitment required is approximately 1-2 hours per week. But, of course, you can put more effort into this role if you want to.

This is a volunteer position.

2 Note

The Social Media Secretary is elected by club members at the Annual General Meeting (AGM) and is appointed for 1 calendar year from the date of the AGM to the next AGM.