



# Social Media Director (AKA Communications Director)-Elect

## Function:

To support and learn all Social Media Director (AKA Communications Director) roles and responsibilities. In the Social Media Director's (AKA Communications Director's) absence, fulfill all Social Media Director's (AKA Communications Director's) responsibilities as outlined. Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives using social media tools. Makes sure that HR professionals, both within and without SHRM, are fully informed of chapter resources and activities by using existing and developing social media. Work closely with other chapter members to ensure that the chapter portrays a consistent and professional image to its members and the business community at large.

## Responsible To:

- The chapter president
- The members of the chapter

## Responsibilities:

- Evaluate the social media landscape and decide what platforms will be good tools for the chapter.
- Work to understand and develop an effective strategy for using new media, considering how this impacts the roles of the chapter's technology director and the public relations director.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a chapter representative.
- Work to educate other chapter members about using new media, both from a technical perspective and a business approach. Plan to host a session on new media at the chapter conferences.
- Develop and implement a new media strategy to promote and present our chapter conference. This includes advocating for blog panels, free conference wireless internet, and social media conference space.
- Develop a relationship with SHRM to understand SHRM's position on social media and to help promote this position at the state and local levels.
- Consult with other chapter representatives to compare best practices on using new media in various applications and how they are used to promote chapter and chapter conferences.
- Work with the chapter conference chairperson to ensure a strong social media presence at the state conference.
- Performs other related projects as agreed upon.

***Our mission is to inspire leaders to elevate their organizations through people.***

***Our vision is to be the leading resource for all things work.***