

Social Media Coordinator

(Social Media Chair)

Maintain the region's social media fees for the purpose of communicating with region membership and advertising the region to recruit new members.

- Coordinate social media content with other Board members. Include upcoming events, results and photos of recent events, and posts aimed at new member recruitment.
- Implement, maintain, and enforce social media guidelines for the region. Maintain login credentials for all social media channels. Moderate comments and discussion on region social media channels to ensure that content is appropriate, adheres to the region's social media guidelines and the PCA Code of Ethics.
- Appoint a co-moderator to provide continuity during vacations, illnesses, and emergencies. Co-moderators will assist and become thoroughly familiar with all aspects of the region's social media efforts. The region does currently have co-moderators.
- Stay informed on social media platforms, trends, available technologies and risks.
- Attend the annual online PCA Region Focus Webinar on responsible social media use.
- Acts as a point of contact for other region media, public relations, communications, newsletter and website chairs.