



Social Media Coordinator

A Social Media Co-Ordinator manages the clubs social media accounts by searching and creating content that drives engagement with the clubs range of members

Responsible to: Club Secretary

DESIRED SKILLS

- A frequent user of social media sites
- The ability to plan what the clubs needs to communicate and when
- Ability to engage people through social media
- Respectful and effective communication
- Understanding how to create content including memes, photos and video for use on social media

KEY ROLES & RESPONSIBILITIES

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Review/update the social media policy (code of conduct) and ensure this is provided to the committee for sign off
- Recruit your social media team (if required)
- Update the club's social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones, events etc)
- Promote club's key activities and events throughout the year,
- Promote sponsors, especially promoting special offers from sponsors
- Engage with all divisions of the club to ensure their message and stories are being continually promoted and communicated.
- Review the list of people who have access to each of your club's social media sites and amend any access depending on volunteer changes
- Hand over any login or administrator details when handing over to the next social media coordinator