



SOCIAL MEDIA DIRECTOR (AT LARGE ROLE)

Position Summary:

Promotes awareness of the purpose and actions of the chapter through ongoing communication efforts and branding initiatives, using the social media tools. Makes sure that HR professionals, both within and without of SHRM are fully informed of chapter resources and activities by using existing and developing social media. Works closely with other chapters members to ensure that the chapter is portraying a consistent and professional image to its members and to the business community at large.

Responsible to:

The members of the chapter
The chapter president

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 use of new media, giving serious consideration as to how this impacts the roles of the chapter's, technology director as well as the public relations director.
- Develop a cyberspace persona and become immersed in the culture and use of new media as a representative of the chapter.
- Work to educate other chapter members about the use of new media, both from a technical prospective and from a business approach. Plan to host a session on new media at the chapter conferences.
- Develop and implement a strategy to use new media in promoting and presenting our chapter conference. This includes advocating for blog panels, free conference wireless internet and social media conference space.
- Develop relationship with SHRM to understand SHRM's position on social media, and to help promote this position at the state and local level.
- Consult with other chapter representatives to compare best practices on use of 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.

General Board Responsibilities:

- Identify and acquire sponsors for chapter meetings and events who are willing to assist the chapter financially in return for an opportunity to promote their product or service to members.
- Participate in the development and implementation of short-term and long-term strategic planning for the chapter.
- Represent the chapter in the human resources community.
- Attend all monthly membership and board of directors' meetings.

*Resources Available: SHRM supplies the following resources for chapter **Social Media** directors:*

- *Social Media Kit Resources*

And MUCH MORE...available online at www.shrm.org/vlrc