

Social Media Manager #8A

Board of Governors (BOG): Appointed, voting member

Assigned Supervisor: Chief Operations Officer

Assigned Treasurer: Operational Finance Officer

Committees: Scholarships & Cookie Drive

1. Social Media Manager (SMM) shall handle all posting of publicity for upcoming NASC/NASCCA events and membership as deemed necessary by the President. The following are expectations for any person holding this position.
2. Become acquainted with the NASC Google Drive.
 - a. Be cognizant of the official documents called the NASC/NASCCA Constitution and Bylaws (C&B), Policies & Procedures (P&P), AFI 34-223 and Private Organizations (PO) rules.
 - b. Maintain Google Drive>SMM folder with the following information:
 - i. Updated job description.
 - ii. Copy of all submitted articles/information/graphics.
 - c. Upload a monthly board report to the Google Drive>Board Reports folder by 11:59pm the Thursday before the monthly meeting. See [Board Report Template](#).
 - d. Check Gmail Chat frequently and respond in a timely manner.
 - e. Use Google Meet for all virtual meetings
3. Take responsibility for the socialmedia@nellisasc.com email address, check twice weekly and respond in a timely manner.
4. Be added as an administrator and become acquainted with the NASC Wild Apricot Website also become acquainted with the public Facebook page, private Facebook group, and public Instagram account with regards to Event promotions, post creation, and webpage updates.
5. Be familiar with the NASC budget, particularly the advertising line. This budget must be used for all promotional items and be strictly adhered to. Any questions can be directed to the Operational Finance Officer or Chief Operations Officer.
6. Advertise NASC information and Member Events:
 - a. Post twice weekly engagements on all NASC social media platforms.
 - b. Post Member Events 1 month prior to the Event date, update the cover photo on all social media platforms.
 - c. Off-base locations are only published on the NASC Members Only Facebook private group and website event for members only, for OPSEC purposes.
 - d. Post all social media content as directed by the Executive Board on all social media platforms.
 - e. Update Wild Apricot website monthly with new and pertinent information, as requested by the Executive Board.
 - f. All NASC/NASCCA publicity must be approved through the COO or President before publication.
7. Manage social media platforms:
 - a. Answer all messages or direct messages to the appropriate board member, check daily and respond in a timely fashion.
 - b. Review comments and delete unnecessary, inappropriate, or rude remarks.
 - c. Respond to comments as needed.
8. It is recommended you use several venues to publicize events see [Publicity Contact List](#)
 - a. Update this list as necessary to ensure that others have the most updated information.

9. Coordinate publicity efforts for the entire NASC/NASCCA board with the Content Creator, as requested.
10. Attend monthly Member Events.
11. See [Social Media Manager Timeline](#).