



### **ARSC Social Media Editor Job Description**

The ARSC Social Media Editor is responsible for the management and editorial content of all ARSC social media platforms, including the ARSC Facebook page, LinkedIn page, YouTube, and other platforms that ARSC may utilize in the future. The Social Media Editor will promote the goals and mission of ARSC through creative use of social media, while using best practices and analytics to guide content creation.

In the performance of these duties the Social Media Editor will coordinate regularly with:

1. The ARSC Web Editor, who is responsible for editorial content and the day-to-day technical operation of the ARSC site and blog.
2. The Online Media Committee, which is responsible for ARSC's online presence, including website architecture, layout, and major website changes, along with social media platform content.

The Social Media Editor shall be a member of the Online Media Committee, alongside the Web Editor, and will be an administrator of all ARSC social media platform accounts. The Social Media Editor will maintain regular contact with the Web Editor, Journal Editor, Newsletter Editor, Executive Director, ARSC Board, and officers and committee chairs to ensure that the areas and initiatives for which they are responsible are reflected on ARSC's social media platforms.

Specific duties are as follows:

#### *ARSC Social Media Platforms - General*

1. Proactively review the social media sites on a regular basis (preferably at least weekly) to make sure all content is timely, accurate, and up to date.
2. Recruit members to participate in providing content on ARSC's social media platforms and coordinate all social media activities.
3. Monitor ARSC publications, both online and in print, for posting to the appropriate social media platforms.
4. Seek relevant ARSC-related activities and news of interest to ARSC members for posting to the appropriate social media platforms.
5. Create event invitations on ARSC's social media sites for the upcoming ARSC conferences, including dates, locations, and application deadlines.
6. Use enticing visuals and page design to increase followers/returning visitors.
7. Report to the Online Media Committee Chair and the ARSC Board on a regular basis regarding the status of ARSC's social media activities and initiatives to improve it.

#### *ARSC Facebook Page and ARSC LinkedIn Page*

1. Serve as principal administrator of the Facebook and LinkedIn pages.
2. Monitor and respond to posts as appropriate.
3. Encourage (or make) posts on ARSC events such as the conference.

#### *ARSC YouTube*

1. Serve as principal administrator of the YouTube account.
2. Promote videos on social media platforms, as appropriate.
3. Solicit video content to post featuring ARSC events such as the conference.

#### *Other Social Media Platforms*

If ARSC makes official use of other social media platforms, such as Twitter, or social networking sites other than Facebook, the Social Media Editor will coordinate and administer this activity.