

CLASS SOCIAL MEDIA CHAIR

This position will be selected by the class president, and self-nominations are encouraged. This is not an elected position.

TERM ♦ 5 years

ALUMNAE ASSOCIATION CONTACT ♦ Web and Systems Assistant
Associate Director of Print and Electronic Media

The Social Media chair will manage the class's presence on social media outlets such as Facebook and Twitter, and share this social media-related information with the class Web Chair (to inform the class Web site), the class Secretary (to inform class notes), and with the class president (to inform e-newsletters/print newsletters), thereby utilizing a variety of forms of communication amongst and engagement of the class.

Note: The AASC acknowledges that classes need flexibility, and that what works for one class may not work for another. Classes can decide whether or not they will appoint a Social Media chair, or they may incorporate the responsibilities of the Social Media Chair into those of the class Web Chair.

QUALIFICATIONS

- ♦ Excellent organizational skills
- ♦ Excellent computer skills
- ♦ Creative “eye” and understanding of how to maximize the use of social media
- ♦ Familiarity with social media sites to facilitate postings and updates for the class
- ♦ Familiarity with electronic media (i.e. digital photography) to promote and document class events
- ♦ Enthusiasm for Smith, a strong interest in her class, and a desire to engage class members in both class and Alumnae Association events and communications
- ♦ Ability to work as part of a team with other class officers and to ensure the information posted is accurate
- ♦ Willingness to make an annual gift to The Smith Fund

RESPONSIBILITIES

- ♦ Regularly post information related to the class, AASC, and Smith on the social media site(s) the class chooses to utilize
- ♦ Assist key class officers (e.g., Reunion Chairs, mini-Reunion Chairs, Secretary) in coordinating and publicizing key class events to facilitate the greatest awareness of, and attendance at, these events.
- ♦ Ensure consistent messaging, themes, and information between the Class Web site and social media sites (working with the Class Web Chair as needed)
- ♦ Attend Reunion