

Human Resource Network of North Idaho

Board Member Duties

Social Media Director

Position Summary:

Promotes awareness of the purpose and actions of the organization 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 organization resources and activities by using existing and developing social media. Works closely with other organizations members to ensure that the organization is portraying a consistent and professional image to its members and to the business community at large.

Responsible To:

- The organization president
- The members of the organization

Responsibilities:

- Evaluate the social media landscape and decide what platforms will be good tools for the organization.
- 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 organization'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 organization.
- Work to educate other organization 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 organization conferences.
- Develop and implement a strategy to use new media in promoting and presenting our organization conference. This includes advocating for blog panels, free conference wireless internet and social media conference space.
- Consult with other organization representatives to compare best practices on use of new media, in various applications, and how they are used to promote organization and organization conferences.
- Work with the organization conference chairperson to ensure a strong social media presence at the state conference.
- Performs other related projects as agreed upon.
- Represent the Chapter in the community
- Participate in the development and implementation of short-term and long-term strategic planning for the organization.
- Attend all monthly membership and board of directors meetings.

Time Commitment:

Approximately/Average 8 hours per month