# COMMUNICATIONS/MARKETING/SOCIAL MEDIA

SOCIAL MEDIA

# DESCRIPTION:

Appointed volunteer responsible for strategizing, implementing, optimizing, moderating and maintaining social media channels for the chapter in line with the chapter’s social media policy and PMI Social Media Guidelines and brand standards for chapters. Responsible for the overarching strategy and goals associated with the chapter’s social media channels, which may include identifying and testing new social platforms, evaluating current social channels, raising awareness of the chapter, knowledge sharing, highlighting chapter members, showcasing events, etc. Focus on fostering a two-way communication platform between the chapter and members while creating an engaged online community.

# RESPONSIBILITIES:

## 1 Strategy and Planning

* Develop or periodically review and update the chapter’s social media strategy and policies as needed.
* Create a social media calendar/plan for consistent sharing of relevant content and information.
* Stay abreast of social media trends and technology, advising the chapter if and how to leverage them.
* Periodically review social media assets provided through PMI’s Marketing Portal.
* Develop and implement succession and transition plan for the role.

## 2 Execution

* Create and manage social media campaigns tailored to the specific needs of the chapter.
* Curate content, finding and sharing information of interest to the chapter’s audience while respecting copyright laws.
* Create content as necessary, including posts, tweets, pins, images, infographics, videos, graphics.
* Maintain consistent interaction with followers by responding to social media comments in a professional and timely manner.
* Oversee all chapter social media accounts ensuring regular posting of relevant and interesting content.
* Ensure compliance with PMI’s Social Media Guidelines and brand standards for chapters.
* Utilize toolkits provided by PMI’s social media team in the Marketing Portal to amplify awareness of products and services available to members.
* Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
* Analyze key performance of social media channels to identify what is working well and areas for improvement.
* Elevate the profile of the project management profession by disseminating PMI’s thought leadership and research to a regional audience.

## 3 Collaboration

* Work with chapter committees to identify and maximize opportunities for sharing information and interacting with followers.
* Advise on the best way to integrate social media in the chapter’s website, marketing campaigns and content publishing.
* Work closely with e-marketing colleagues to create a cohesive plan for creating awareness of chapter activities.

# BUSINESS ACUMEN SKILLS:

* Basic understanding of current trends in social media technology and applications
* Basic understanding or desire to learn/utilize social media management tools (for example: Hootsuite, Sprinklr, Sprout, etc.)
* Basic understanding of social media terms and metrics
* General understanding of social media apps such as Facebook, Twitter, and LinkedIn
* Online Community moderation ability
* Flexibility to learn newer platforms/solutions

# POWER SKILLS:

* Excellent writing
* Technical tools

Functional Areas and Associated Roles and Responsibilities

Chapter Volunteer

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