

Position Description: UNWLA Branch Social Media Chair

The Branch Social Media Chair is responsible for managing the online presence of the Branch, communicating the Branch's major events, projects, and initiatives to the public and Ukrainian-American community via social media. She also helps the Branch members embrace the digital world of technology to enable rapid communications across its membership

She must possess solid writing skills and be computer literate. Preferably, she should be bilingual in English and Ukrainian. This position serves a two-year term and reports to the Branch President.

Core Responsibilities:

- Perform all duties specified in the UNWLA Bylaws and standing rules.
- Serve on the Regional Council Social Media Committee where applicable.
- Attend Branch meetings and take an active part in Branch events.
- Review informational and instructional circulars issued by the UNWLA National Board.
- Create and/or maintain a Branch Facebook page.
- Educate members on the use of Facebook and the UNWLA website.
- Post event announcements on the Branch Facebook page.
- Take (or arrange for someone to take) photos and/or videos of important Branch events.

Administrative Responsibilities:

- Ensure adherence to the UNWLA Brand Book.
- Collaborate with the Branch President in providing information for the completion of the online Annual Report to Headquarters by due date.
- Collect and transfer historical materials to the Branch Archival Chair for posting to the UNWLA Branch Shared Google Drive.
- Perform other duties as assigned by the Branch President.
- Ensure all pertinent documents are uploaded to the UNWLA Google Shared Drive.
- Inform successor how to access the UNWLA Google Drive.
- Inform successor how to access Branch Policies and Procedures and other important documents on the UNWLA website (Members' Portal).