

## **Position Description: UNWLA National Social Media Chair**

The UNWLA National Board Social Media Chair is responsible for managing the online presence of UNWLA National. She is responsible for guiding the Regional Councils, Branches and Members-at-Large towards embracing the digital world of technology to enable rapid communications across its membership, with our partners, and among the larger community. This role is vital to facilitating new memberships and building ongoing relationships.

The National Social Media Chair must be tech and digital marketing savvy and be able to work cross-functionally with other standing committees. The Social Media Chair is responsible for ensuring that both UNWLA members and partners are aware of UNWLA activities. Promoting our image and brand is a key deliverable, therefore, she should have a solid knowledge of UNWLA projects and initiatives across the board.

She must be fluent in English and Ukrainian, computer literate, must possess an advanced understanding of communications, social media platforms and their operations. She should be willing to travel.

The Social Media Chair is a member of the UNWLA National Board, is elected at the National Convention for a three-year term (limited to two consecutive terms), and reports to the UNWLA President.

### **Core Responsibilities:**

- Maintain the UNWLA Facebook page and other Social Media Platforms.
- Develop engaging and original content to grow and motivate audiences on social media.
- Create Facebook posts of UNWLA activities. Interface with Social Welfare Chair, Public Relations Chair, UNWLA President, UNWLA 1st Vice President and other National Board members to post up to date information about UNWLA initiatives.
- Attend various UNWLA events, take photos, post to Social Media.
- Maintain relationships with UNWLA partners, both locally and abroad. Follow partner pages for updates of UNWLA sponsored projects to post to UNWLA Facebook page. Share events from various UNWLA partners.
- Create Facebook fundraising campaigns for UNWLA initiatives.
- Create Events for UNWLA sponsored activities, such as the National Convention.
- Share events posted by Branches and Regional Councils.
- Implement digital tools for Facebook donations, Amazon Smile, Amazon Prime, Giving Tuesday.
- Respond to requests submitted via Facebook Messenger. Direct inquiries, as needed, to proper UNWLA Chairs.
- Design and post greetings to Facebook for various holidays. (Mother's Day, Ukrainian Independence Day, Thanksgiving, July 4, New Year's, etc.) Post holiday greetings from our partners. Upload holiday greetings as provided by the Public Relations Chair.

- Together with the Vice President of Public Relations, co-chair the Public Relations Committee made up of Regional PR Chairs. Provide guidance to Regional Council and Branch PR chairs.
- Prepare Facebook guidelines for all Regional Councils and Branches, distribute them to Branch and Regional Council Presidents.
- Assist Regional Councils and Branches in setting up their Facebook pages, provide UNWLA logo.
- Prepare Amazon Smile Guidelines for Branches.
- Review on-line annual reports from Branches and Regional Council Presidents regarding PR/Social Media activity.
- Design and produce presentations, articles as requested by the UNWLA President.
- Submit articles to *Our Life* magazine as they pertain to Social Media.
- Maintain a digital archive of UNWLA photos. Provide photos if necessary. Download photos from Facebook for use in presentations and documentation of UNWLA projects.

#### **Website Responsibilities:**

- Project manager for the creation of the UNWLA website.
- Work closely with the webmaster to ensure website design meets the needs of the organization and showcases UNWLA initiatives.
- Chair meetings of the website committee.
- Provide photos and general content for the website.
- Ensure that all events and news items are posted to the website.
- Respond to general website inquiries.

#### **Other Responsibilities:**

- Perform duties specified in the UNWLA Bylaws and standing rules.
- Attend the UNWLA Annual National Board Meeting, submit a written report and presentation.
- Attend National Convention, prepare and submit a written report to the Convention Book Committee.
- Ensure successor knows how to access UNWLA Policies and Procedures and other important documents on the UNWLA website (Members' Portal).
- Pass hard copy and electronic files to successor.