

## V.P. of Communications / Social Media

Perform all duties of V.P. of Communications / Social Media as outlined in the by-laws. Responsible for the publication, distribution, and credibility of information to the membership in an accurate and timely manner, updating and maintaining the chapter website, and presenting a monthly update of activities for monthly Board meetings via the Score Card.

### Roles & Responsibilities

- Disseminate a communication piece to members at least once per quarter that includes chapter and ATD programs and initiatives ~ **CARE**
- Highlight Power Membership in chapter email communications ~ **CARE<sup>A</sup>**
- Post Power Member messages on social media ~ **CARE<sup>A</sup>**
- Display Power Member testimonials on website, meetings and newsletter ~ **CARE<sup>A</sup>**
- Plan and organize distribution of chapter publicity including press releases, social media, advertising and promotional materials
- Maintain communication with local ATD members through updates on the Website and Social Media
- Recruit and train future V.P. of Communications / Social Media
- Represent the chapter professionally and ethically in all business functions and organizational activities
- Attend and participate in monthly board and chapter meetings
- Participate in other chapter events, committee meetings, and regional conferences as available

### Weekly Tasks

- Follow up with other Board Members as needed
- Upload new documents to Google Drive as needed
- Invite new members to the ATD Greater Las Vegas LinkedIn Group

### Monthly Tasks

- Attend and present an update at monthly Board Meeting via Score Card
- Update website content of upcoming events including bio and picture of presenter and summary of presentation at least 3 months in advance
- Create and send monthly meeting Event emails
- Print Speaker's Appreciation Certificate & Certificate of Free Meeting
- Update website by hiding/disabling current event immediately after event
- Post event photos to website and social media sites by the following Monday
- Talk about Power Membership at each Board meeting ~ **CARE<sup>A</sup>**

### Quarterly Tasks

- Provide Power Member section in newsletter ~ **CARE<sup>A</sup>**

### Annual Tasks

- Conduct annual chapter survey to assess its chapter members' needs and satisfaction levels ~ **CARE**
- Share best practices on joint membership with chapter leaders by presenting on NAC area calls, submitting an SOS, or presenting at ALC ~ **CARE<sup>A</sup>**
- Complete a risk management assessment and operational plan with all Board Members ~ **CARE**
- Maintain joint chapter/ATD membership and participate in ATD leadership development opportunities ~ **CARE**