

Job Description: Director of Social Media

The role of Director of Social Media (DSM) is to be an advocate for a positive future for IPMS/USA online. The main tasks of the DSM are to oversee the content creation, moderation, and administration of all IPMS/USA branded social media outlets.

The DSM is responsible for:

- Developing standards and guidelines for communication via social media.
- Crafting and creating IPMS/USA specific content for each media outlet.
- Reviewing and moderating posted content and comments.
- Recruit and manage site specific administrators and content creators to promote the values and benefits of the IPMS/USA organization.

At present, the social media outlets that the DSM oversees are Facebook and YouTube.

Facebook specific activities include being the main Administrator of the IPMS/USA Facebook profile and group page, as well as assist in administrative oversight of the IPMS/USA Nationals Facebook Group, as required by the hosting committee.

Facebook tasks include writing and maintaining group rules, participation questions, as well as enforcing those rules and managing participants through the administrative tools that Facebook provides.

The DSM is in charge of creating IPMS/USA specific promotional content for the Facebook site, as well as posting any official messages from the EBoard, as needed.

Additionally, the DSM should monitor all administration activity, track and retain monthly historical metrics of usage on the Facebook group page, including membership, posting activity, demographics, and trends.

For the YouTube channel, the role of the DSM is to maintain the Channel in good standing following the YouTube guidelines. The main tasks are recruiting Content Creators, creating and maintaining a list of "Playlists", monitoring views and comments, and identifying possible ways to expand viewership. The goal is to grow content responsibly and regularly.

In the future, responsibilities will be expanded to other online platforms such as Instagram, Discord, and new outlets as needed/identified.