The purpose of this notebook is to serve as a guide for the

Social Media Coordinator

(part of the Internet Committee)

Although the role may seem obvious, documentation of the responsibilities will ensure consistency from year.

Please read the guidelines thoroughly and make note of any outdated statements for future edits.

There is no physical notebook for the Social Media portion of the Internet Committee. The file exists on the webpage only.

Add your name to the bottom of the list on the “Previous Chairpersons” page.

Complete the end of year report page in October.

Turn this notebook in to the President no later than the October guild meeting.

Thank you for your participation in the guild!

Previous Coordinators for the

Social Media Position

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| 2018 | Jessica Duke,  Kerry Cohen |  |
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Guidelines

The Coordinators operates under the latest adopted Policy for the Internet committee. Policy provisions as of March 16, 2018 states:

“The Social Media Coordinator(s) shall make posts to Facebook.  No posts to sell items will be permitted on the guild Facebook page.”

The Guild currently only has a presence on Facebook. It does not have a presence on other social media forums such as Twitter or Instagram).

Activities of the Social Media Coordinator

1. Post photos of Guild events that give a visitor to the page a good idea of what the Guild does.

2. Post upcoming events to the calendar, such as the monthly meetings, Museum Show and guest speakers. This is the primary outlet for Guild “publicity.”

3. Give out contact information via the inbox that is connected with the page. (For example, we receive frequent requests from people who are looking for a longarm quilter or someone to make a quilt for them. Recently, Jessica Duke has informally maintained a list of people who do this so she can respond to such requests.)

4. Coordinate regularly with the Publicity Chairperson to learn about activities of interest.

Editing the Facebook page

1. Log in. The Guild’s page is tied to each page administrator or editor’s personal Facebook page, and is accessed via the same part of the Facebook page as “Account.”

2. Add new content and calendar items. Calendar items are added under the “Events” category.

3. Delete outdated content, or posts from others that are inappropriate.

Administration settings

1. The current Facebook page Administrator can add other Administrators and Editors, and remove themselves from this status. The Facebook page must always be linked to at least one person’s personal page. (As of 2018 Kerry Cohen are the administrators of the Guild’s Facebook page).

Frequently Asked Questions

1. **Do I have to attend every guild meeting to be the Social Media Coordinator?**

No.

1. **Do I have to attend the steering committee meetings?**

No. The Website Coordinator is the voting member of the Internet Committee. You may attend meetings to gather information for the Facebook page, but it is not required. Information to be posted on Facebook may be self-generated (photos, write-ups of Guild events), taken from the newsletter, or requested by another committee chairperson (e.g., bus trip by travel chairperson).

End of Year Report   
Committee: Internet, Social Media Coordinator

**Complete this report in the month of October**

The information that you document will be helpful to future chairpersons to know what has been done, what was successful, etc. It will also help with possible decisions about revising the role and budgetary adjustments. Use additional paper if needed. File this report on top of the previous year end report

Describe the year and anything unique that you did in this role:

Did you perform this role by yourself or did you enlist support from others? \_\_\_\_\_\_\_\_\_\_

How many other people helped you? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Explain how you needed help: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What obstacles did you encounter?

Helpful Hints for future chairpersons/coordinators:

Recommendations for change:

Your name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_