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Social Media Ambassador

Category: Communications

Eligibility:

- Membership in good standing
- Willing to give the time, energy, talents and enthusiasm required of the position

General Responsibilities:

- Attend all chapter events and committee meetings
- Submit agenda items for Board of Director meetings in advance of meetings
- Conduct transition meeting with successor

Specific Responsibilities:

- Attend chapter events and utilize social media (Facebook, LinkedIn, Twitter)
- Use Twitter to engage the audience; create a hashtag for each event and distribute it prior to the event
- Promote chapter social media pages at events and invite people to join/follow/participate
- Act as social media coach at events and encourage people to join Twitter and to participate in online discussions
- Stay up to date on social media trends
- Liaise with VP of Communications and the Director Social Media to develop a suitable social media strategy and to ensure promotion of chapter initiatives

Reports to: VP of Communications & Director Social Media

Time Commitment: 4 hrs a month

- Regular attendance at monthly events
- Plan social media strategy and hash tag ahead of event



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Benefits of being GCC Social Media Ambassador

1. Expand your network
2. Meet people who are passionate about the event industry
3. Develop your leadership skills
4. Mentor colleagues and help people reach their full potential
5. Serve MPI in one of the most important committees
6. Boost your resume
7. 2 free and 2 50% off passes for you to participate in chapter events
8. Invitation to monthly pizza party
9. Have lots of fun!

Social Media Ambassador -Signature

Print Name

President

Date

Witness

Date