



COMMITTEE MEMBER JOB DESCRIPTION – SOCIAL MEDIA FACILITATOR

The Social Media Facilitator is ultimately responsible for ensuring that the Bedfordshire BusinessWomen Networking group has a high-profile online presence on the main social media platforms.

The role includes taking photographs at events and ensuring they are uploaded to the various platforms as soon as possible. They should be tagged and shared and posted in a proactive, interactive way. They should also be sent on to the BBW website content manager in order to be uploaded on the BBW website.

To date, the established active platforms are:

Facebook: www.facebook.com/BedfordshireBusinessWomen

Twitter: @BedsBizWomen

Linkedin Group: Bedfordshire BusinessWomens Network

There is scope to add additional platforms such as Instagram, YouTube or Flickr.

The role of the Social Media Facilitator includes:

- ensuring that BBW members know about the BBW social media platforms in existence;
- sharing the activities of BBW as widely as possible online;
- promoting the businesses of BBW members online;
- sharing member's events & activities online as widely as possible;
- linking to BBW members online through liking and interacting with members' facebook pages, and the twitter lists;
- following and interacting with members, speakers and other interested parties on twitter, facebook and LinkedIn;
- initiating discussions and responding to posts on the LinkedIn Group page;
- encouraging BBW members to interact with each other through the social media platforms;
- encouraging BBW members to use the social media platforms proactively eg as a means of providing testimonials for members they have worked with*;
- uploading, sharing and tagging images from events;
- advertising all upcoming events as widely as possible across the social media platforms;
- encouraging feedback from all members on social media;
- participating in local online networking conversations eg #bedshour
- keeping reports of social media activity;
- ensuring online profiles are accurate and up to date.

*There is definitely scope for the BBW Social Mediator Facilitator to run short workshops illustrating to BBW members how they can interact with other members and use the BBW platforms for their Business.



ADDITIONAL DUTIES

As with all other committee members, the Social Media Facilitator is expected to attend as many monthly BBW meetings as possible. She should attend the events earlier than other members to assist with preparations, and stay behind to help pack up wherever possible.

All members have a role at the meetings which includes welcoming new members and introducing them to other BBW members. It is crucial that the meetings are inclusive and friendly but without becoming a social gathering. Ultimately BBW is about business networking.

All Committee Members also have a commitment to attend the monthly BBW committee meetings wherever possible.

THE ROLE OF THE SOCIAL MEDIA FACILITATOR

WHAT QUALITIES ARE NEEDED?

The Social Media Facilitator should have:

- Adequate time to perform her role (approx 4-5 hours per month outside of the meetings)
- Enthusiasm
- Good organisational skills
- Good communication skills
- Sound social media knowledge
- Honesty and integrity
- An ability to take reasonable photographs
- A good eye for detail
- Connections within the local social media world