

Position	Social Media Coordinator
Status	Board-appointed position
Accountability	The Board of Directors, through the Communications Committee
Term	Two-year term, ending at the adjournment of the Annual Meeting in even-numbered years.
Appointment Process	Nominated by the Nominating Committee, appointed by the Board of Directors.
General Duties	<p>Social Media Programs. For all social media initiatives and programs of the Guild:</p> <ul style="list-style-type: none"> • Investigate the various forms of social media, and make recommendations to the Communications Committee on how OGEHR might engage in all those forms of social media. • Generally administer the programs, under the direction of the Communications Committee. • Serve as the external contact for the programs, handling all inquiries and correspondence about the programs. • Evaluate, select and maintain relationships with external service providers, as required. • Receive feedback from program users, and address any concerns raised • Raise awareness throughout the Guild of the programs, and work to increase participation in each of them. • Develop and recommend plans for expanding the programs. • Make recommendations to the Communications Committee for policy and operational improvements to the programs. • Work with the Chair of the Communications Committee to implement any Board directives concerning the programs. • Monitor communications through the programs, and edit/delete as per Guild policy and Board direction. • Prepare, as needed or required, the messages to be sent out through the programs, including editing and layout of content. • Select the recipient lists for each message. <p>General</p> <ul style="list-style-type: none"> • Serve as an ex-officio member of the Communications Committee • Report to each meeting of the Communications Committee • Perform other duties as the Board of Directors may assign from time to time
Remuneration	The Social Media Coordinator will serve without remuneration, provided that he/she may be paid reasonable expenses incurred in the performance of his/her duties.