

SOCIAL MEDIA MANAGER

The chief function of the GAWN social media manager is to create and curate content; to oversee and expand GAWN's online social media presence; and to publicize GAWN's mission and events.

Monthly Luncheon Meeting

BEFORE:

- Submit meeting information to appropriate news agencies for advance publicity and solicitation of new members. The following are a few examples; however, other options should be explored, advised by Board and completed:
 - Business Editor of the Gainesville Sun
 - Community Calendar in the Gainesville Sun
 - Gainesville Magazine by the Gainesville Sun
 - Gainesville Today Magazine
 - Public Service Announcements (PSA's) to Radio and TV Stations
- Collect speaker bio information from the Program Chair to post
- Create events on social media. Invite members and share info.
- Update social media with new speaker information, provided by Programs.
- After creating FB event, keep information current – post one-week reminder (re early-bird discount, for example); post Monday (few spots still open at regular rate)
- Second Wednesday of month – early-bird reminder
- Share information as regular posts on business page and as post/comment on the event itself
- Always add registration link to make it easy to sign up
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DURING:

- Take photos during event of guests, speaker, food, displays, etc. to post on social media
- Post 1 picture of food, 1 pic of people networking, 2 photos of speaker (closeup and wide shot to show turnout)
- Create realtime posts on social media
- Post 1 picture of door prize and spotlight winners

AFTER:

- Upload photos from event to Facebook
- Forward event photos on to the Historian for archival
- Get speaker photos to Programs chair to include with thank-you note to speaker

Monthly Board Meeting

BEFORE:

- Prepare report on upcoming publicity for next luncheon

DURING:

- None.

AFTER:

- None.

OTHER ANCILLARY DUTIES

- Collect samples of all printed ads and give to Historian for possible inclusion in archive.
- Collect various testimonials along with a headshot photo of various members and give to Web Administrator to display on website
- Serve as administrator of all social media platforms (currently Facebook, Twitter, and Instagram)
- Utilize logo and branding kit/avatar image to ensure consistency across platforms
- Create daily postings for each platform
- For Facebook: After Web Administrator creates next luncheon event on website, create Facebook event and invite attendees
- Throughout month, put out content related to mission statement
- Following are examples of content that should be created and curated:
 - Member spotlight winner
 - Photo of luncheon speaker with title and synopsis of presentation
 - Door prize winners
 - Meet your board
 - Share a key benefit of joining GAWN
 - Share articles about women in business
 - Create infographic with benefits of working with small businesses that cater to women
 - Share inspiring quote
 - Share thought-provoking articles and encourage discussion
 - Fan-page Friday – allows all fans to share a promo or great article that they read
 - Recommendation Day – Give a shout out to a business because of a great customer-service experience there