

# WEBSITE & SOCIAL MEDIA ADMINISTRATOR

The chief function of the GAWN Website & Social Media Administrator is to update and maintain the GAWN website using content provided by other board members and 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:**

- Send e-mail blast announcing luncheon on the first day of each month and the Wednesday before the luncheon.
- Create events on website as needed.
- Update website to include upcoming speaker using bio and photo provided by Program & Events Coordinator.
- Gather information to update:
  - Member announcements,
  - Monthly programs (including write-up created by Program & Events Coordinator)
  - Workshops or special events
  - Member spotlights
  - "Members in the News" articles
- 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 & Events Coordinator to post
- Create events on social media. Invite members and share info.
- Update social media with new speaker information, provided by Program & Events Coordinator.
- 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

### **DURING:**

- Assist guests and members with introductions.
- Provide assistance as necessary.
- If no photographer attending, take photos during event of guests, speaker, food, displays, etc. to post on social media
- If no photographer, Post 1 picture of food, 1 pic of people networking, 2 photos of speaker (close-up and wide shot to show turnout), 1 picture of door prize and spotlight winners
- Create real-time posts on social media

### **AFTER:**

- If no photographer, upload photos from event to Facebook
- Forward event photos on to the Historian for archival
- Get speaker photos to Program & Events Coordinator to include with thank-you note to speaker
- Update and maintain spotlight winners section of the website.

## ***MONTHLY BOARD MEETING***

### **BEFORE:**

- Prepare a report of website updates or issues and submit to chair by the Sunday before the meeting.
- Prepare report on upcoming publicity for next luncheon.

### **DURING:**

- Present reports.

### **AFTER:**

- Add any new board member bio and headshots to the website.

## ***OTHER ANCILLARY DUTIES***

- Be “on call” for troubleshooting issues that members may have with the website (for example, if a member forgets their password and cannot log in to gawn.org).
- Get upcoming speakers from Program & Events Coordinator to show on the future schedule.
- Post new information to site or make minor changes as needed.
- Work with the ad hoc website subcommittee to resolve or discuss issues or new ideas.
- Renew domain name as needed.
- Maintain paid ads on website as appropriate.
- Add community and professional events to website calendar.
- Add administrative privileges to the site for new board members.
- Update the Chair's welcome letter each July.
- Ensure that current headshots for all board members are posted.
- 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 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 next luncheon event is created 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 info graphic 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