



BUNDABERG TOUCH ASSOCIATION

SOCIAL MEDIA COORDINATOR ROLE DESCRIPTION

A Social Media Co-Ordinator is one of the most important positions within the association. Social media is such a powerful way to grow and engage our audience. Effective use of social media will also support and drive the achievement of many of the association's goals and objectives.

The key objectives the communication plan include the following:

1. Build the association's audience on social media of people who genuinely follow and have an interest in your association
2. Build the sense of belonging between the association and its (social media) supporters and followers
3. Support the achievement of association goals and objectives (e.g. sell 100 tickets to the mid season ball)
4. Relay important "operational" information to relevant people within the association (i.e. under 12 training is cancelled tonight)

Knowledge and Skills required

- A frequent user of social media sites
- The ability to plan what the association needs to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Respectful and effective communication
- Understanding how to create memes, photos and video for use on social media
- Thorough knowledge of what is going on within the association
- Maintain confidentiality on relevant matters
- Working with children blue card



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Key Responsibilities:

Prior to the season

- Understand the key social, fundraising and sporting activities that will take place throughout the year and develop strategies to support and promote each activity
- Create your communication strategy – break it into pre, during and post season strategies and define the information that will be included when and how?
- Determine which social media platforms and strategies best suit the achievement of your communication strategy and association goals and objectives
- Review and update the social media policy (code of conduct) and ensure this is provided to the committee for sign off

During the season

- Actively update the association's different social media platforms throughout the week during the season (updating followers on scores, results, injuries, achievements milestones etc)
- Promote association's key activities and events throughout the year,
- Promote sponsors, especially promoting special offers from sponsors that people love
- Facilitate social media participation and engagement within the association stakeholders
- Actively engaging followers to transform visitors into advocates for the association (creating a sense of belonging between the club and each individual)
- Collaborate with all divisions of the association to ensure their message and stories are being continually promoted and communicated.

Post season

- Review the list of people who have access to each of your association's social media sites and remove access for those you no longer wish to have access to the association's social media sites through the off season and beyond.