

SOCIAL MEDIA CHAIR

Objective: Responsible for the implementation of social media outlets to promote local Walk to Cure Arthritis Event(s).

Length of Involvement: 7-10 months

Time/Travel Commitment: 4-6 hours per month

Responsibilities:

- Be knowledgeable about social media, its impact on Walk to Cure Arthritis, the Arthritis Foundation's mission, and strategies to support the foundation's goals
- Have a clear understanding of Facebook, Twitter, Instagram, and other popular and heavily-trafficked social media channels
- Actively look for new social media channels to promote the Walk to Cure Arthritis and the Foundation's mission
- Work with the Marketing & PR Chair and Committee to determine social media communication plan and timeline for Walk to Cure Arthritis
- Work with Arthritis Foundation staff and Marketing & PR Chair to actively involve and promote local news stories, key messages, local walk programs (for example, Walk Kickoff, Incentive Prizes), local Walk honorees, top fundraising teams, and sponsors
- Recruit new followers
- Develop and implement plan to communicate with participants on Walk to Cure Arthritis event day
- Work with the staff and Marketing & PR Chair to determine local and national sponsor recognition on social media channels
- Track analytics associated with social media and provide relevant data to Arthritis Foundation staff and Marketing & PR Chair at regular intervals during the campaign