

## Vice President for Social Media and Member Engagement

### General Description of Office:

The purpose of this board position is to create, present and implement procedures for increasing the use of social media across the PSHA membership for PSHA-related purposes. This position works closely with the following: VP for Membership and Ethical Practices, Student Representative, VP for Public Information and Professional Communication, PSHA Office and Immediate Past President and/or President-Elect

<b>Specific Responsibilities</b>	<b>Time Line</b>
<p>Recruit members from the general membership to prepare regulations and policy for member participation in PSHA sanctioned social media activity, to include current and emerging social media platforms.</p> <p>Together with the existing board members identified, provide leadership and guidance to assure communication from all stakeholders in the development of policy.</p> <p>Report to the Executive Board all committee activity.</p> <p>Maintain PSHA social media with assistance fro the PSHA Office and direction/support of Board members.</p> <p>Create pathways for approval and monitoring of member posts.</p> <p>Create guidelines to share with membership about social media.</p> <p>Liaise with student representative for identifying student specific needs.</p> <p>Work with VP Public Information to delineate most appropriate site for certain information (website vs. social media vs. e-blast, etc.)</p> <p>Other duties as required by social media demands.</p>	