

Women's Leadership Team (WLT) Social Media Coordinator

AVERAGE WEEKLY TIME COMMITMENT: 2-5 HOURS

RESPONSIBILITIES/EXPECTATIONS

- **Attend monthly WLT meetings (Sept - May): (2 hrs/month)**
 - Update status of Social Media: project progress, needs, etc.
 - Gather/clarify info on upcoming events to for social media (Facebook/Instagram) postings.

- **Promoting upcoming events on social media (1 hr/week)**
 - Create posts for upcoming events pertaining to Women's Ministry
 - Service Projects
 - Start Dates/Last Day Reminders for registration of MOPS, Bible Studies, Events, etc.
 - Create series of promotional posts for bigger events: Woven, IF, Retreats, Etc (partner with event coordinator)
 - Share posts from NEBC main social accounts that benefit women
 - Reading Plans, Churchwide events, etc
 - Ensure information is accurate on all social media accounts
 - Update as needed

- **Daily overview of social media accounts: (5-15 min/day; few times a week)**
 - Respond to any direct messages/comments, as needed

- **Design logo/theme/template for large women's events**
 - If not comfortable with large scale graphic design: may recruit volunteer

- **Continue developing social media strategy and looking for new social media sites to support the church's ministry**

- **Recruit co-lead**
 - Hand off tasks to lighten the load, as needed
 - Train to be your replacement when you step down

- **Alert WLT Coordinator to any sensitive issues**
 - They will address or pass along to the Discipleship Pastor, as necessary.

Programs/Apps for creating graphics and content (FREE):

- Canva- graphic design
- Caption Writer- line breaks and bold, italic, underline for captions