

Volunteer Position Description: Social Media Advisory Team Member



Purpose: The Social Media Advisory Team, a newly-formed and action-oriented group will support KDP's social media efforts by drafting, reviewing, and helping to implement a social media strategy through competitive and audience research. This group will be responsible for helping KDP remain current with the most effective social platforms and trends.

Our goal is to gradually achieve superior member engagement, website traffic, and revenue by strategically exploiting all aspects of social media. Members of the Social Media Advisory Team should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels.

Reports to: Director of Advancement & Communications

Length of Commitment: 2 years (July 1, 2018 through June 30, 2020)

Meetings: 1 conference call per month, 1 in-person meeting at Convocation 2018, and 1 in-person meeting at Convocation 2019

Expectations: To participate in conference calls and work on identified tasks support the Society's social media efforts. Social Media Task Force members will be responsible for writing or soliciting at least one blog per quarter.

Desired Qualifications and Attributes:

- Personal social media usage is a must.
- Social media management for a KDP chapter, other organization or club, or company is preferred.
- Passionate member and follower of Kappa Delta Pi.

Key Responsibilities:

- Develop, in collaboration with KDP staff team, social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Make recommendations to KDP staff Social Media Team regarding profile/account updates to effectively promote KDP brand and content.
- Compose or solicit at least one blog (to be posted at <http://blog.kdp.org>) for KDP to share with readers. Content is expected to be education-related.

Contact the Staff Liaison only if you have specific questions about the position.

Staff Liaison: Chris Beaman, Director of Advancement & Communications

Email: chris@kdp.org