



Social Media Chair Position Description

Board Objectives:

The Board of Directors has the responsibility of carrying out the mission and vision of YNPN-Madison. The Board implements and supports plans, policies and objectives to ensure it maintains its values and meets established goals. The Board is a governing body with legal and ethical obligations to the organization and its membership.

Position Objectives:

To maintain the YNPN - Madison social media accounts, including but not limited to Facebook, Twitter, and LinkedIn, create and implement a social media strategy in accordance with the Board goals, and track social media metrics on a regular basis.

Key Roles & Responsibilities:

- Update YNPN - Madison's social media on a regular basis, according to the social media calendar
- Generate and revise content as needed
- Examine and analyze followers, likes, shares, etc. to report to the Board on a regular basis
- Regulate and manage access rights of different users on the social media accounts
- Plan for future content and changes per social media trends

Time Commitment: This YNPN - Madison Board of Directors meets every three weeks. Ongoing responsibilities require 1-3 hours of work per week. Board Members are also expected to regularly attend YNPN events.

Position Benefits: In addition to gaining experience with social media in a formalized setting, general board members benefit from

- Gaining exposure to nonprofit governance procedures
- Developing and enhancing leadership skills
- Meeting amazing people who also want to enhance the nonprofit sector
- Learning about other young professional membership and nonprofit organizations
- Earning eligibility to be elected as President after one year of service