

Social Media Specialist / Public Relations 5 – 8 hours per month

- Create and share content to Instagram (IG) and Facebook (FB) via both the FB group and the FB page with appropriate wording, tags, and #s
- Share broad selection of our member's social media (SM) content to our IG stories and FB accounts with appropriate tags and #s
- Team up w/ graphic designer for guild announcements and post those to IG/FB
- Follow our members on SM and add new members as they join
- Coordinate members social media accounts/names/lists with Membership Chair as needed
- Obtain, edit, resize photos and videos and create content as needed for postings to IG feed, Reels, IGTV and Stories plus FB feeds
- Follow our gallery partners and workshop instructors on SM and share/tag when appropriate
- Find/share metal art related posts of value to our members and tag content creator(s) appropriately
- Post with appropriate tags, details, and #s about current and upcoming guild events which include:
 - o Calls for entries
 - o Events
 - o Exhibits
 - o Meetings
 - o Parties
 - o Challenges
 - o Workshops
 - o Etc
- Track growth of Social Media following
- Provide photos for press