Purpose Scope Objective:
The purpose of the Social Media Chair is to promote the Chapter and its activities on acceptable social media sites, such as Facebook and Twitter.

Roles and Responsibilities:
The Social Media Chair will use acceptable social media to promote the Bakersfield Chapter and the activities supported by the Chapter.
Three of the top key elements to success of this Executive Committee position include:

➢ Continually plays down egos, even when engaged in passionate discussions and decisions
➢ Contribute significant voluntary time and effort to make the Chapter successful
➢ Act as a steward of the Chapter’s finances, committing resources with purpose and judgement

Procedures:
Periodically send out updates on current events for the Chapter such as:
➢ Executive Committee Meetings
➢ Monthly General Meetings, Speaker and Topics
➢ Annual Symposium
➢ New member social events
Also, use social media to recognize and thank members and guests for their active support of the Chapter.

Resources:
Chapter Executive Committee
Society Website
Chapter Facebook & Twitter accounts

Continuous Improvement:
This document will be reviewed and updated or marked up annually by the Social Media Chair and submitted to the Long Range Planning Chair at the annual Executive Committee transition meeting.