**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 LinkedIn, Facebook, and Instagram.

**Roles and Responsibilities:**

The Social Media Chair will use acceptable social media to promote the Bakersfield Chapter and the activities supported by the Chapter.

**Procedures:**

Periodically post updates on current events for the Chapter such as:

* Executive Committee Meetings
* Monthly General Meetings
* Student Section Meetings and events
* Annual Symposium
* New Members and 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

Glassdoor/Indeed for Job Postings

Bakersfield Chapter Newsletter

**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 May Executive Committee meeting.