

SOCIAL MEDIA CO-ORDINATOR

Purpose of the role: To co-ordinate all social media for the branch including Twitter and Facebook.

Key Activities

- If required, to set up Twitter, Facebook and other social media accounts in the branch name and to keep the accounts updated.
- Ensure at least one other committee member has the password(s) in order to access the accounts.
- To promote branch activities and campaigns through social media
- To liaise with committee members in order to keep up to date with:
 - Local and National Campaigns
 - Socials
 - Pub/Brewery News
 - Beer Festival news (if relevant)
 - Other branch activities
- To engage directly with CAMRA members, pubs and members of the public, responding to their questions and ensuring the branch is represented in the appropriate digital communities.

Code of conduct

- To refrain from putting forward any personal points of view that is against CAMRA's policy or might bring the Campaign into disrepute.
- To represent CAMRA in a positive light.
- To be careful in the use of language (words such as "boozing" or "Sloshed" are inappropriate) and never use obscenities.
- To refrain from "washing CAMRA internal dirty linen" in public
- To refrain from criticizing individual beers or breweries, including those which do not produce real ale
- Never be libellous; if in doubt leave it out

Time Commitment

- This role can take up as much time as you are prepared to give. Circa an hour or two per week is probably acceptable except at key times, which could a campaign or beer festival, when a higher level of commitment might be required. Larger breweries generally need more time.
- Attendance at local Branch Meetings are useful.

Skills etc needed

- Understanding of social media
- Access to a computer and the internet
- Good written communications skills
- Creative

Support

- Support is available from the previous post holder.
- Advice and guidance on CAMRA policy is available from Branch committee members.
- The Campaigner will run articles on best practice, hints and tips from other branches from time to time. If you can sign up by emailing: membership@camra.org.uk, including your membership number and email address.