

NSDTRC (USA) POSITION DESCRIPTION
Social Media co-Chairs

Committee* Type: Ongoing.

Committee Size: Two.

Manner of Appointment: Board Appointed.

Contact Person/Organization: NSDTRC (USA) Board liaison appointed by President.

Materials Necessary: Materials developed by the NSDTRC (USA) related to the breed, Club and Club Events.

Supplies Needed: Computer, Internet access and copies of above forms, brochures and breed standard.

Qualifications: The Social Media Chairmen will:

- Have a good working knowledge of the Nova Scotia Duck Tolling Retriever including its history and the various forms of competition in which the Toller may participate.
- Be able to communicate well with the public and to handle questions and problems in a constructive, non-confrontational manner.
- Be able to communicate well with the Board (through the assigned liaison) and collaborate with other Committee Chairs and appointed officials to develop and disseminate information.
- Be self-motivated and have good organizational skills.
- Be able to recommend to the Board (through the assigned liaison) changes or enhancements to the existing Social Media Policy.
- Working knowledge of social media platforms, especially Facebook, is required.
- Appropriate computer skills to navigate social media platforms.

Responsibilities: The Social Media Chairmen will:

- Be responsible for managing the NSDTRC (USA)'s social media upholding the Club's Social Media Policy.
- Serve as full administrators of the NSDTRC (USA) official public-facing Facebook page.
- Function as the primary content planners and posters on the official public-facing NSDTRC (USA) Facebook page.
- Monitor Facebook Insights on the official public-facing NSDTRC (USA) Facebook page to determine the types of posts, and timing of posts, that best reach and engage our audiences.
- Create new NSDTRC (USA) official Facebook groups for NSDTRC (USA) approved and authorized events (e.g., supported entries, specialties, field tests/training, etc.) following NSDTRC (USA) Social Media Policy. Set up the approved event chairs as moderators of these events, and assist the moderators with setting up content and any appropriate rules as applicable to the event.
- Make the final decision on disciplinary actions, as related to social media and as detailed in the NSDTRC (USA) Social Media Policy (e.g. limited commenting or interactions, probationary time-out, removal from group, etc.), based on the recommendations of moderators of NSDTRC (USA) official groups. Provide a quarterly report to the Board of Directors detailing all disciplinary actions taken against NSDTRC (USA) members that quarter.
- Explore additional established (e.g., YouTube, Instagram, etc.) and emerging social media platforms and recommend to the Board of Directors utilizing them when appropriate to support NSDTRC (USA) objectives.
- Ensure the NSDTRC (USA) Social Media Policy stays current with the policies and operation of social media platforms the Club utilizes.
- Propose policy changes to the NSDTRC (USA) Board of Directors regarding current approved Social Media Policy when appropriate (e.g., when platforms change policies or operations, Club needs change, issues arise requiring amendments, etc.).
- Follow current approved NSDTRC (USA) Social Media Policy at all times.
- A willingness to learn other social media platforms that the Club may adopt, is essential.

Administrative Responsibilities & Duties: The Social Media Chairmen will:

- Prepare an annual written report and submit to the Secretary in August of each year for presentation at the Annual In-person Meeting.
- If present at the Annual Meeting, give an oral presentation at the Board meeting and Annual Membership Meeting.
- Prepare additional written reports that may be requested throughout the year at the discretion of the Board.
- Maintain an accounting of expenses incurred in the administration of these duties. Examples of expenses: printing, postage, and paper supplies. Requests for advances or reimbursement are to be submitted to the Treasurer. Expenses greater than \$50 and not previously approved in the budget, must be approved by the Treasurer prior to expenditure.
- Submit a financial report to the Treasurer in July of each year for inclusion in the Club's fiscal year financial report.
- Submit a budget to the Treasurer by June 1 of each year for the next fiscal year (July 1-June 30).
- Ensure a smooth transition to the next Social Media co-Chair by providing complete records and files to successor.

* **The NSDTRC (USA) Bylaws specify how standing committees are appointed and terminated.**