

# Social Media Coordinator position description

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The social media coordinator is an informal position within the organisation, but is one of the major ways our organisation presents itself to the public. It is consequently very important that the social media coordinator works with discretion and authenticity to maintain our online presence.

## Specific duties

- Manage the HBA social media presence across Facebook, Instagram and Twitter
- Report back to the committee any issues arising or important aspects of social media presence to be acknowledged and followed up
- Respond to messages and comments received via social media platforms and relay to the committee if it is a question they are not sure how to answer
- Moderate comments on HBA social media posts to ensure there is no bullying, name calling, misinformation or fear-mongering taking place.
- Closely follow other homebirth and birth related pages and share relevant content
- Create and schedule engaging posts that help to promote the mission of the organisation. Always seek permission of the woman/photographer before sharing birth images
- Source content for the newsletter as required
- Share all relevant posts in smaller homebirth groups and pages around the country (for maximum engagement)
- Keep in regular contact and liaise with committee via HBA committee facebook group, monthly meeting or email
- Monitor social media analytics to continue to improve our reach
- Participate in management committee meetings, report any content ideas, answer questions required and suggest possible influencer campaigns
- 1 year commitment to role
- Agreement to transition incoming committee member to new role over a number of months if required

## Expected and desirable qualifications and skills

- Great writing skills
- Good knowledge of homebirth and birth in general (to determine which posts to share)
- Display tact when responding to people's messages and comments – don't engage in arguments online under HBA accounts
- Experience with social media
- Ability to use basic design programs such as Canva to make engaging images
- Passion for Homebirth!

## Time commitment

Varies but typically at least checking social accounts every 2 days to keep engagement high. Depending on the number of messages and comments to respond to, time required can be between 4-8 hours per month sourcing engaging content, sharing on social media, creating Canva tiles and attending monthly committee meetings.