

Social Media Coordinator

Role Description

Updated September 2020

The Network Social Media Coordinator promotes the Carnegie Mellon University Alumni Association (CMUAA), Network and university-related events through various social media channels. The social media coordinator maintains an active presence across network and personal social media accounts, while also supporting and furthering the mission of the Carnegie Mellon University Alumni Association and the university.

All volunteers are expected to:

- Review, comprehend and sign the Volunteer Confidentiality Agreement (VCA)
- Review the Statement of Partnership (SoP)
- Make a personally meaningful annual gift to the university
- Represent the university and the CMU Alumni Association at network events
- Share events and university information on your personal and network social media channels
- Stay informed on the latest [alumni](#) and [university](#) news and priorities
- Uphold CMU's [commitment to diversity and inclusion](#) through the following
 - Intentionally recruiting diverse volunteers across gender, race, culture, age, educational backgrounds, sexuality, etc.
 - Allowing intersections (multiple experiences/identities) to exist simultaneously
 - Providing programs and events that incorporate themes of diversity and inclusion

As a Social Media Coordinator, your responsibilities include:

- Commit to a two-year term
- Review and follow the [CMU branding guidelines](#) around social media
- Join the CMUAA and network Facebook, Twitter, Instagram and LinkedIn pages, as well as other university-related social media pages
 - Engage audience via likes, comments, shares and your own personal posts, as you are comfortable
- Manage the network Facebook, Twitter, Instagram and LinkedIn pages, as well as any other network platforms
- Use your personal and network social media pages to:
 - **Promote relevant CMUAA network events**
 - **Promote other relevant university events** including Carnival, Homecoming, Alumni Awards, Presidential events, etc., using details from the [CMU Alumni Community event page](#)
 - **Share information about CMU** such as interesting or new research, alumni, student or faculty articles, etc.
- Communicate regularly with network leadership and your CMUAA staff partner
 - Guide volunteers on using their personal social media pages to like, share and promote social media posts around network events
 - Share expertise and instruct other volunteers to create social media communications around their own network events
- Recruit and train replacement social media coordinator