

## **Social Media Director – Role & Responsibilities**

The Social Media Director manages the chapter's online presence and helps build an engaged digital community. This role ensures that FPA Austin's activities, events, and initiatives are communicated effectively across social platforms while supporting the mission and purpose of the Financial Planning Association.

### **1. Leadership & Chapter Engagement**

- Promotes the mission and purpose of the Financial Planning Association and the Austin Chapter.
- Attends monthly Board meetings, chapter meetings, and chapter activities.
- Supports the efforts of other Board members and participates in chapter programs and events.

### **2. Social Media Management**

- Creates, schedules, and administers content on the chapter's social media platforms to build community and increase visibility.
- Manages the chapter's LinkedIn presence and evaluates whether to reactivate or expand use of Instagram.
- Posts notices about lunch meetings that are open to non-members.
  - Avoids posting about Partner-only events that are exclusive to members.
- Takes photos at meetings and posts event recaps afterward.
- Posts Board and Corporate Partner announcements in collaboration with the Chapter Executive.
- Supports other Directors who may need assistance posting about their programs or events.
  - (Women's Initiative and NexGen manage their own posts.)

### **3. Collaboration & Communication**

- Works closely with the Chapter Executive to ensure timely and accurate posting of chapter updates.
- Helps maintain a consistent brand voice and professional presence across all platforms.
- Encourages engagement by highlighting chapter activities, member achievements, and partner contributions.