



SOCIAL MEDIA SECRETARY ROLE DESCRIPTION

<p>Key Tasks</p>	<p>The Trust's objectives defined in its Strategy include having vibrant communications via social media. The Trust's Social Media Secretary is appointed by the Trust Board in accordance with the Trust's Rules. His/her role is to:-</p> <ul style="list-style-type: none"> • implement tactics to accomplish that objective, such as:- <ul style="list-style-type: none"> ○ identifying suitable social media platforms for use by the Trust; ○ acquiring and maintaining administrative rights for the use of those platforms by the Trust; ○ generating clear, concise, energetic and engaging content on those platforms; ○ monitoring those platforms, to ensure that they are used in accordance with the Trust's Media Policy; ○ moderating, removing and reporting as appropriate all content that breaches the Trust's Media Policy; • deal with all incoming and outgoing correspondence relevant to the Role; • issue reports to all Trust Board Meetings.
<p>Qualities required</p>	<ul style="list-style-type: none"> • Commitment to attend meetings and accept responsibility for the performance of key tasks listed above • Commitment to the values of the Trust • Enthusiasm to publicise newsworthy items, including the decisions, views and values of the Trust and its Board, to the fanbase of Lincoln City Football Club and to the wider community • An understanding of the Trust movement and the aims and objectives of the Trust

Skills required	<ul style="list-style-type: none"> • Familiarity with websites and applications enabling users to create and share content or to participate in social networking. • Excellent judgment of the high standards of messaging to be expected of a responsible, respectable and reputable supporters trust. • An appreciation of best practice for safeguarding children and vulnerable adults • Information technology literacy • Excellent written communication skills • Well organised and conscientious • Planning and scheduling • Methodical and reliable • Strength of character
Responsible to	<p>The role holder must comply with identical provisions to those governing Trust Board Members, as set out in the Trust's policies for:-</p> <ul style="list-style-type: none"> • Board Membership & Conduct • Data Protection • Discipline • Equality & Diversity • Media Use. <p>As such, the role holder is responsible to:-</p> <ul style="list-style-type: none"> • the Supporters Trust board • the Supporters Trust's Chair • the Supporters Trust's Secretary • the Supporters Trust membership.