

## **Shantideva Center**

### **Publicity Team: Social Media Coordinator**

**April 2019**

#### **General Description of Responsibilities**

The Social Media Coordinator will work closely with the Publicity Manager, who oversees all copy appearing in public venues. The Social Media Coordinator will be responsible for maintaining a presence on the current social media venues, which include Facebook, Twitter, and Instagram. Other Internet venues, such as Dharma Events NY, may also be included.

#### **Specific Responsibilities**

##### **1. Announcements and Reminders**

Posting announcements and reminders for all events including regular weekly classes, visiting teachers, and special events using images provided. Schedule of posts and captions to be determined in conjunction with the Publicity Manager. Announcements also include boosted ads on Facebook.

##### **2. Sharing Dharma-Related Content**

Posting, sharing, or re-tweeting content related to the Dharma or the center, from trusted sources like FPMT, affiliated centers, and Sravasti Abbey.

##### **3. Engaging with Public Posts and Messaging**

Responding to inquiries on Shantideva's pages, either as comments in posts, or as direct messages received. Must coordinate with Publicity Manager or Assistant Director if a special response is needed.

##### **4. Creating Photo Albums on Facebook**

Posting photo albums for events using images provided.