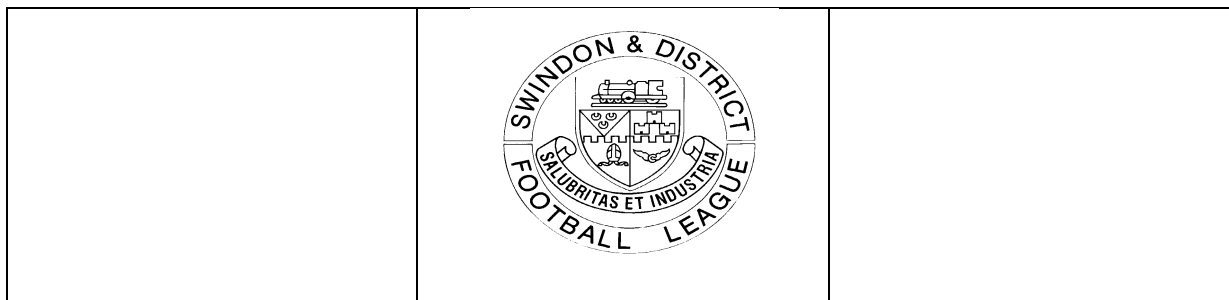


Swindon and District Football League

Formed in 1891



JOB TITLE:

Social Media Secretary.

OBJECTIVE:

*To maintain, and help grow the SDFL existing social media footprint.
To enable, clubs supporters and players to experience the best possible service when they are in touch with SDFL through social media.
To co-ordinate the engagement and content publishing activity of our main social channels; (currently on web, face-book, twitter and snap-chat).
Create a pathway for the SDFL to acquire the full ownership of the existing website, and/or produce template for its successor.*

RESPONSIBILITIES:

- Support social media to help League officers, its clubs and supporters to use social media effectively.
- Support the continued development of the existing social media channels.
- Work with Committee Officers and Club Secretaries and Managers to scope and develop social media services and strategies.
- Ensure media content meets quality standards, adheres to guidelines, and is appropriate.
- Provide support and advice to SDFL officers on best practice and emerging trends in social media.
- To implement full ownership of the social media web-site either by adoption of existing social media or the trial of alternative web-site, taking advantage of emerging platforms.
- Implement clear monitoring and reporting procedures for the evaluation of our social media activity; listen to what is being said and co-ordinate appropriate responses.
- Responsible for day to day administration of our social media accounts, pages and activity.

RELATIONSHIPS:

- All League Officers.
- Club Secretaries and Managers.
- The Football community.
- Other Media Organisations.
- The wider audience

ACCOUNTABILITY:

- The Social Media Secretary is accountable to the Chairman.