

EPRU Social Media Committee

Purpose:

The Social Media Committee is responsible for managing and enhancing the union's digital presence across all social media platforms. The committee works to promote educational trainings, club activities, increase engagement, and support communication strategies aligned with the union's mission and values.

Structure:

Members: suggested 3-5 (No term limits)

Can have more or less as long as committee is able to function and meet all requirements

Reporting Line: Head Chairperson reports directly to a Board of Director member

Meeting Frequency: At the discretion of the Head Chairperson

Term Limits: None

Suggested Committee Roles:

Head Chairperson (1)

- Leads the Social Media Committee
- Acts as the primary liaison with the Executive Committee\
- Develops and oversees the social media strategy
- Reports progress, analytics, and key initiatives to the Executive Committee
- Approves final content before publishing when necessary
- Coordinates collaboration with other committee's Head Chairpersons (e.g. DEI, High Performance, etc.)

Content Manager (1)

- Creates and schedules posts (graphics, videos, captions)
- Ensures consistent brand voice and style
- Maintains a content calendar in coordination with union/club events and initiatives

Graphic Designer / Creative Lead (1)

- Designs graphics for announcements, event flyers, highlights, etc.
- Maintains brand consistency across visuals
- Works closely with Content Manager

Engagement & Community Manager (1)

- Monitors social media platforms for messages, comments, and mentions
- Interacts with followers and promotes engagement

- Flags any issues, negative feedback, or inappropriate content to the Head Chairperson

Photographer/Videographer (1)

- Collects high-quality content from teams and events
- Coordinates with the Content Manager to supply timely media
- Archives content in an organized system for future use

Website Manager (1)

- Update website content with all events and media
- Coordinates with the Content Manager to update website media

Meeting Cadence:

- Committee meetings at discretion of Head Chairperson
- Check-ins optional for active seasons or campaign pushes at the discretion of Head Chairperson
- The Head Chairperson presents a report at the bi-monthly Board of Directors meetings.

Responsibilities Overview

- Develop and implement a cohesive social media strategy aligned with EPRU's goals and values.
- Coordinate messaging across platforms to ensure consistency and professionalism.
- Produce high-quality, engaging content including graphics, videos, and written posts.
- Maintain a content calendar tied to union and club events, trainings, and campaigns.
- Actively monitor and manage interactions on social media platforms.
- Foster a positive and inclusive online community by engaging with followers and responding to feedback.
- Ensure all visual content adheres to EPRU's brand guidelines.
- Create visually compelling materials to support announcements, events, and promotions.
- Gather quality photo and video content from games, trainings, and special events.
- Organize and archive media assets for future use across platforms and initiatives.
- Coordinate with other EPRU committees to support union-wide efforts and campaigns.
- Deliver regular progress updates and analytics reports to the Executive Committee and Board of Directors.

Suggested Items:

- Professional photographers to generate high quality photos
- Championship Banner
- Social media credentials for high profile events (ASR, Championships, etc.)