



APT Social Media Subgroup of the Publications Committee Job Description and Qualifications

The APT Social Media Subgroup of the Publications Committee is responsible for carrying out APT's goal of promoting APT through social media. The promotion of APT is focused on the following objectives: brand building; advertisement; education and outreach; community engagement and strengthening of our community of supporters.

The APT Social Media Subgroup members champion specific social media outlets and/or campaign initiatives. The APT Social Media Editor(s) coordinate and review the content produced by the Account Coordinators and members. The APT Social Media Subgroup works in partnership with the APT administration team and the conference team. The APT Social Media Subgroup manages and produces content for the following social media outlets (*social media outlets also contributed to by the APT administration and conference teams):

- Facebook*
- Instagram*
- LinkedIn
- Pinterest*
- Twitter
- YouTube

RESPONSIBILITIES

Brand Building

- Maintain high-quality standards for social media content to ensure a professional social media presence
- Maintain consistent APT brand based on coordinated marketing standard
- Maintain the APT YouTube channel and publish APT produced video content

Promotion of APT Events, Initiatives, and Resources

- Assist APT administration and conference teams to advertise events
- Advertise APT initiatives and solicit member involvement
- Advertise APT developed and published resources (including but not limited to the *APT Bulletin*, Practice Points, the Building Technology Heritage Library, videos, and webinars)

Promotion of Other APT Committees and Chapters

- Assist other committees and chapters to promote their activities
- Solicit other committees as guest contributors for social media content

Promotion of Partner Organizations

- Assist partner organizations to promote their events, initiatives, and resources through posts on APT social media outlets to strengthen community engagement
- Tag, follow, and share posts of partner organizations to build community engagement and community of supporters



Promotion of the Preservation Field

- Develop post series to promote the preservation field for general education and outreach as well as community engagement

Subgroup Editor(s) Administrative Responsibilities

- Recruit APT members to serve on the subgroup
- Create subgroup goals, task lists, and schedules
- Assist subgroup in developing task lists and schedules
- Coordinate and lead subgroup conference call on a monthly and as-needed basis to check progress, identify challenges, and develop strategies
- Revise position description for subgroup
- Participate in Publications Committee meetings/monthly phone calls
- Produce quarterly update for the subgroup to the Publications Committee Chairs

Account Coordinator(s) Administrative Responsibilities

- Champion the content of a particular social media outlet (i.e. Facebook Coordinator, Instagram Coordinator, etc.)
- Develop content for a social media outlet
- Follow and share activity of APT partner organizations
- Coordinate advertisement of outlet with the Social Media team and website team
- Participate in conference call on a monthly and as-needed basis to check progress, identify challenges, and develop strategies
- Once a year prepare a short description with new additions to the outlet to be included in the Communique under Publication Committee news

QUALIFICATIONS

Qualifications for Subgroup Editor(s)

The APT Subgroup Editor(s) should be a member of APT in good standing and have the following qualifications:

- Be studying or practicing in the preservation field as an architect, engineer, architectural conservator, landscape architect, or contractor or in a related profession
- Have experience with social media posting and be active on social media
- Have a Facebook account
- Have a Google or YouTube Account
- Be creative, enthusiastic, and professional in approach to promoting APT
- Be motivated, organized, and able to respond in a timely fashion
- Have experience in project management



Qualifications for Account Coordinator(s)

The Account Coordinator(s) should be a member of APT in good standing and have the following qualifications:

- Be studying or practicing in the preservation field as an architect, engineer, architectural conservator, landscape architect, or contractor or in a related profession
- Have experience with social media posting and be active on social media
- Have a Facebook account
- Have a Google or YouTube Account
- Be creative, enthusiastic, and professional in approach to promoting APT
- Be motivated, organized, and able to respond in a timely fashion

Qualifications for Subgroup Member(s)

The APT Subgroup Member(s) should be a member of APT in good standing and have the following qualifications:

- Be studying or practicing in the preservation field as an architect, engineer, architectural conservator, landscape architect, or contractor or in a related profession
- Have experience with social media posting and be active on social media
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SUBGROUP - ACCOUNT COORDINATORS

▪ Pinterest Coordinator

Responsibilities

- APT Developed Content
 - Post APT (Bulletins, Practice Points, etc.) and BTHL content on boards.
 - Coordinate advertisement of APT boards with the Social Media team and the committee or group who developed pin.
- APT Pinterest Management
 - Organize APT boards and pins.
 - Research pins and boards already published on Pinterest that could be educational for APT members especially those produced by APT Partner organizations.
 - Develop a list with links of potential materials and review it with Publications Co-Chairs prior to sharing content from other publishers.
 - Coordinate with APT's technical committees for potential boards/pins to be linked to APT's boards
 - Share and/or follow Pinterest accounts reviewed and approved by the Publications Co-Chairs.
 - Follow and share activity of APT partner organizations.
 - Coordinate advertisement of APT Pinterest with the Social Media team and website team.
 - Once a year prepare a short description with new additions to Pinterest to be included in the Communique under Publication Committee news.

Qualifications

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- Have experience with social media posting and be active on social media
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▪ YouTube Coordinator

Responsibilities

- APT Developed Video YouTube Publication
 - Review submitted APT developed videos for conformance with the APT Video Series Technical Specifications. Coordinate conformance with committee or group who developed the video.
 - Coordinate final review of videos with Publications Committee Co-Chairs.
 - Post videos to APT YouTube Channel including addition of closed-captioning.



- Coordinate advertisement of APT published videos with the Social Media team and the committee or group who developed the video.
- APT YouTube Channel Management
 - Organize APT Channel.
 - Research videos, playlists, and channels already published on YouTube that could be educational for APT members especially those produced by APT Partner organizations.
 - Develop a list with links of potential materials and review it with Publications Co-Chairs prior to sharing content from other publishers.
 - Coordinate with APT's technical committees for potential videos to be linked to APT's YouTube Channel
 - Share and/or follow videos, playlists, and channels reviewed and approved by the Publications Co-Chairs.
 - Follow and share activity of APT partner organizations.
 - Coordinate advertisement of APT YouTube channel with the Social Media team and website team.
 - Once a year prepare a short description with new additions to the Channel to be included in the Communique under Publication Committee news.

Qualifications

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Drafted by Maggie Smith and Mayank Patel
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