



## 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 is comprised of volunteers working closely with APT's association management company, Redstone. Volunteers focus on developing a content strategy, gathering and creating content, and reviewing posts. Redstone focuses on formatting, posting, uploading, and analytics.

There are two major roles among volunteers of 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 subgroup members and keeps track of metrics.

The APT Social Media Subgroup manages and produces content for the following social media outlets: Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube.

### RESPONSIBILITIES

Note: How responsibilities are to be shared between volunteers and Restone will require fine tuning.

#### 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

#### 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
- Overall coordination with Redstone
- 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
- Produce quarterly update for the subgroup to the Publications Committee Chairs

## **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 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
- 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

Drafted by Maggie Smith and Mayank Patel, October 31, 2018

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