

# FRESH

## POSITION DESCRIPTION: VICE PRESIDENT

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### SOCIAL MEDIA

**Duties/Responsibilities pertaining to the VP Social Media include, but are not limited to:**

**Facebook, Twitter, and other social media platforms:**

- Update the Facebook, Instagram, and Twitter pages a minimum of 3-4 times per week by adding creative pieces of information that reflect FRESH's values and objectives.
- Post information on the FRESH Facebook page that will be of interest to Western and Brescia students (e.g., upcoming events, presentations and/or cooking demos, recruitment, etc.).
- Ensure all posts are grammatically correct, accurate, and factual/evidence-based.
- Keep track of Facebook, Instagram, and Twitter views; communicate with VP Evaluation for statistics.
- Ensure all external posts (i.e., other Facebook "friends") are appropriate and pertain to FRESH's values. If not, remove immediately.
- Continuously remind FRESH PEs to "like" and "share" Facebook and Twitter posts.
- Keep record of the Facebook "likes" and "shares" by FRESH PEs, collaborate closely with VP Evaluation.
- Communicate with the President, President-Elect, VP Evaluation and FRESH PEs on "Social Media Winner" contest.
- Respond to all Facebook, Instagram, and Twitter comments within 24-hours (if support from FRESH executive team is needed, e-mail immediately and await instructions).
- Provide PEs with ample opportunities to volunteer (e.g., creating Facebook posts and "tweets", creating infographics, etc.).
- Grow social media followers through "liking" and "following" appropriate organizations and Western-affiliated clubs. Share organizations' information (e.g. EatRight Ontario, Foodland Ontario, Ontario Home Economic Association, etc.) that reflect FRESH's values and objectives.

**Duties/Responsibilities as a FRESH Executive Member include, but are not limited to:**

- Attend all FRESH executive and general meetings; be prepared to contribute new ideas, provide feedback, and actively participate in meetings.
- Communicate with Faculty Advisors, Executive Members, and PE in a timely, respectful manner.
- Participate at least 2-3 FRESH ED presentations per academic year.

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- Report PE volunteer hours to the VP Administration on the last day of each month or earlier.
- Maintaining confidentiality of specific aspects of the program's activities.
- Demonstrate:
  - Excellent organizational and leadership skills
  - Advanced communication and interpersonal skills
  - Commitment to the success of the FRESH program and its activities
  - Professionalism
- Support FRESH program by promoting and participating in FRESH ED presentations, social media promotions, and any other FRESH activities.

I have read and understood the position description:

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Print Full Name

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Signature

Date