



Book	Job Descriptions
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Title	SOCIAL MEDIA SPECIALIST
Code	
Status	Active
Adopted	September 1, 2020

## School District of Turtle Lake

### Social Media Specialist

#### Position Description

#### School District of Turtle Lake

Job Title	Social Media Specialist
Qualifications	<ol style="list-style-type: none"> <li>1. Prefer a member of the Turtle Lake Staff.</li> <li>2. Knowledge of social media and experience working with Facebook, Twitter and other social media programs.</li> <li>3. Strong communication skills with the variety of members in the Turtle Lake School community.</li> <li>4. Such alternatives or additional qualifications as the Turtle Lake School Board may deem necessary or desirable.</li> </ol>
Reports to:	Superintendent
Terms of Employment	12 Months
Responsibilities	<ol style="list-style-type: none"> <li>1. Manage and update Turtle Lake School District Facebook, Twitter and other social media accounts daily during the school year and weekly during the non-school year.</li> <li>2. Promote Turtle Lake School in a positive manner by showing school pride, student accomplishments, and updating viewers on school news by using photos, posts, and quotes.</li> <li>3. Communicate the posting process with extra-curricular coaches, teachers, and school staff to make posting easy for them.</li> <li>4. Prepare monthly reports on social media activity.</li> </ol>
Other Assigned Responsibilities	Other duties as assigned by administration.
Evaluation	Annual evaluation with the Superintendent

