

**4-H Junior Leader Technology/Social Media Officer Role Description**

**Qualifications:**

* Understand how all social media accounts work for posting purposes
* Able to “tell” the community about the club, its activities, and special member activities on social media accounts and other media platforms
* Knowledge on difference between news and publicity
  + News is something which answers the questions “who, what, when, where, why, and how.” News is timely and of interest to a number of people. Publicity is promoting an event by using posters, paid advertising, social media, etc. An example of a news item is a member who has won an award. Publicity is the information gathered to promote a club fish fry.

**Skills:**

* Demonstrate social networking experience (examples: Facebook, Instagram, Twitter, etc.)
* Knowledge in writing, editing, (photo/video/text), presentation, and communication skills
* Positive attitude and team player
* Knowledge on photo/video taking

**Responsibilities:**

* Consult with the club secretary about meeting information.
* Write articles about events and post on social media or send them into the newspaper.
* Use simple language in brief sentences that include necessary details related to the article you are working on.
* Manages the 4-H Club’s online presence through a website and/or various social media.
* Shares upcoming 4-H Club activities with members and the general public.
* Celebrates club and member successes with the online audience.
* Follows best practices for appropriate online interaction on behalf of the 4-H Club.

**What you will gain from this:**

* Career readiness skills
* Great way to highlight your knowledge on social media usage for Junior Leader purposes
* Ways you assisted to develop and curate engaging content for social media platforms
* An understanding of how to reach out to newspapers for publicity and news articles