

# Lambda Kappa Omega Sorority, Inc.

## Director of Social Media

### Job Description & Duties

#### Position Title

Director of Social Media

#### Reports To

Director of Media Relations

#### Secondary Reporting Structure

Regional Director and Vice President of Operations

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## Position Summary

The Director of Social Media serves as the primary administrator and content manager for the chapter's official social media platforms. This position is responsible for establishing and maintaining the chapter's online presence, promoting chapter activities, increasing brand awareness, engaging potential members, and ensuring all social media content reflects the mission, vision, values, and standards of Lambda Kappa Omega Sorority, Inc.

The Director of Social Media serves as a brand ambassador and is responsible for creating authentic, engaging, and professional content that strengthens the organization's public image while supporting membership growth and community engagement.

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## Core Responsibilities

### Social Media Management

The Director of Social Media oversees all official chapter social media platforms.

#### Responsibilities Include:

- Manage chapter social media accounts.
- Create and publish engaging content.
- Maintain a consistent posting schedule.
- Promote chapter events, programs, initiatives, and accomplishments.
- Increase visibility and engagement across social media platforms.
- Monitor account activity and interactions.
- Ensure all content reflects organizational values and standards.
- Support national social media campaigns.

## **Approved Platforms May Include:**

- Facebook
  - Instagram
  - TikTok
  - YouTube
  - LinkedIn
  - Additional platforms approved by National Leadership
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## **Brand Representation**

The Director of Social Media is responsible for protecting and promoting the organization's image.

### **Responsibilities Include:**

- Ensure content aligns with the mission, vision, and values of Lambda Kappa Omega.
- Promote positive and professional messaging.
- Highlight chapter accomplishments and community impact.
- Showcase membership engagement and sisterhood.
- Support organizational growth through effective storytelling.
- Maintain consistency in branding and messaging.

### **Brand Standards**

Content should:

- Be positive and professional.
  - Reflect organizational excellence.
  - Promote service, leadership, and sisterhood.
  - Support membership recruitment and retention.
  - Represent the organization authentically.
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## **Content Creation & Development**

### **Responsibilities Include:**

- Create original graphics, videos, photographs, and promotional materials.
- Develop social media campaigns.
- Design event announcements and flyers.
- Create member recognition and spotlight posts.

- Develop educational and informational content.
- Promote chapter milestones and achievements.

## **Content Requirements**

- Ensure spelling and grammar accuracy.
  - Verify all information before posting.
  - Utilize original or properly licensed content.
  - Maintain professional visual standards.
  - Ensure content remains engaging and informative.
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## **Community Engagement**

### **Responsibilities Include:**

- Respond to comments and messages professionally.
- Engage with community organizations and supporters.
- Share approved content from National Headquarters.
- Recognize community partnerships and collaborations.
- Promote chapter activities through social media outreach.
- Support online relationship building.

### **Engagement Standards**

- Maintain respectful communication.
  - Foster positive online interactions.
  - Encourage community participation.
  - Support networking opportunities.
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## **Social Media Compliance**

The Director of Social Media is responsible for ensuring compliance with organizational social media policies.

### **Responsibilities Include:**

- Monitor all chapter social media content.
- Ensure confidential organizational information is protected.
- Prevent inappropriate content from being posted.
- Ensure compliance with branding guidelines.
- Protect the reputation of the chapter and organization.

- Report concerns to leadership when necessary.

## **Prohibited Content**

The following should never be posted:

- Ritual information
  - Secret ceremonies or organizational business
  - Internal disputes or conflicts
  - Negative comments regarding members or organizations
  - Hate speech or discriminatory language
  - Copyrighted materials without permission
  - Misleading or inaccurate information
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## **Authenticity & Content Ownership**

### **Responsibilities Include:**

- Promote authentic chapter content.
- Use original photography whenever possible.
- Credit creators appropriately when sharing content.
- Share content directly from original sources.
- Ensure compliance with copyright laws.

### **Content Ownership Standards**

- Do not screenshot and repost content as original work.
  - Provide proper attribution when sharing content.
  - Utilize royalty-free or approved images.
  - Protect the organization from copyright violations.
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## **Hashtag & Campaign Management**

### **Responsibilities Include:**

- Utilize official organizational hashtags.
- Support annual national hashtag campaigns.
- Create chapter-specific engagement strategies.
- Increase visibility through strategic hashtag usage.
- Monitor campaign performance and engagement.

## **Campaign Participation**

- Participate in national social media initiatives.
  - Promote organizational awareness campaigns.
  - Encourage chapter participation in national efforts.
  - Support recruitment and community engagement goals.
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## **Membership Recruitment Support**

The Director of Social Media assists with promoting chapter growth and visibility.

### **Responsibilities Include:**

- Promote Rush and Learn events.
  - Highlight membership opportunities.
  - Share approved recruitment information.
  - Engage potential members through social media.
  - Showcase chapter culture and activities.
  - Support membership outreach efforts.
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## **Crisis & Negative Comment Management**

### **Responsibilities Include:**

- Monitor comments and public interactions.
- Respond professionally when clarification is necessary.
- Refer sensitive issues to the Director of Media Relations.
- Avoid engaging in public disputes.
- Document serious concerns and report them appropriately.

### **Best Practices**

- Remain professional at all times.
  - Correct misinformation when appropriate.
  - Avoid emotional responses.
  - Escalate concerns through proper channels.
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## **Administrative Responsibilities**

## **Account Management**

- Maintain account usernames and passwords.
- Ensure leadership has appropriate access.
- Coordinate account setup with the Director of IT.
- Maintain security of chapter accounts.
- Transfer account information during officer transitions.

## **Recordkeeping**

- Maintain content calendars.
  - Track campaign performance.
  - Archive important social media materials.
  - Preserve promotional graphics and media files.
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## **Communication Responsibilities**

### **Responsibilities Include:**

- Communicate regularly with chapter leadership.
  - Coordinate with the Director of Media Relations.
  - Support communication initiatives from National Headquarters.
  - Share organizational updates with members.
  - Maintain professionalism in all digital communication.
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## **Leadership Expectations**

The Director of Social Media should demonstrate:

### **Creativity**

- Develop engaging and innovative content.

### **Professionalism**

- Represent the organization positively at all times.

### **Adaptability**

- Stay current with social media trends and technology.

## **Communication**

- Foster positive online engagement and relationships.

## **Organization**

- Maintain posting schedules and campaign calendars.

## **Accountability**

- Ensure compliance with all organizational policies.

## **Resourcefulness**

- Utilize available tools and resources effectively.

## **Authenticity**

- Promote genuine representation of the chapter and organization.
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