

Illinois Prairie Weavers

Publicity/Social Media Chair Responsibilities

In General

A critical aspect of the Guild's vitality is attracting new members and participating in textile arts beyond ourselves. To this end, the Publicity/Social Media Committee Chair (i.e. "Publicity Chair") is appointed by the President, responsible for generating public awareness of the Guild, promoting fiber arts, building membership and participation. There is no term limit.

As a Committee Chair of the Guild, the Publicity Chair performs this job on behalf of the entire Guild. This Chair is a member of the Board (see job description) and is expected to attend and actively participate in those meetings.

The Publicity Chair may seek volunteers to serve as a committee, if this would help with publicity and social media responsibilities.

Specific Duties

Take possession of publicity records from the prior Publicity Chair as soon as possible after you begin to serve. Organize them for yourself and make sure you have any supplies or checklists you need.

Attend the June/July organizational meeting with the entire Board to plan the coming year. Meet with the outgoing Publicity Chair to learn specifics about doing the job, or train your successor.

Attend monthly Guild and Board meetings, reporting as Publicity Chair, obtaining any input or assistance you need. Announce opportunities for members to demonstrate weaving at community events.

Create a brochure early each year with general information and a list of meetings and workshops for the year. Coordinate the distribution of it throughout our neighborhoods (stores, libraries, etc.).

Print or reprint Guild business cards as needed for use by members, especially for members who attend conferences.

Augment Meeting and Workshop Event Announcements with appropriate, additional text and graphics (photos with permissions acquired), added to 2nd VP descriptions.

Write press releases about Guild meetings and events and submit them to local newspapers and online listings.

Create on-line calendar listings for Guild meetings and events.

Post Guild meeting and event announcements on Facebook and Instagram.

Share Meeting Announcements with Email Co-Ordinator for inclusion in meeting announcements.

Distribute monthly announcements to regional weaving guilds, coordinating with the First Vice President, to have our meetings announced in their newsletters and meetings.

Monitor online guild listings (HGA, MWA, etc.) for accuracy once or twice each year.

Attend to social media for the Guild, or coordinate these activities if others are doing them.

Post Show and Tell photos and Meeting photos on Facebook and Instagram after meetings.

Think creatively about how to increase awareness of the Guild. Be open to new ideas and opportunities (such as summer conferences) to spread the word about who we are and all that we do. For example, consider whether Guild members would like to participate in a display of handwoven in a local library or similar location.

Submit any expenses to the Treasurer for reimbursement.

Submit estimated costs of next year's publicity and social media to the Treasurer by March to be included in next year's budget.

Make a report in May of highlights of the year to be included in the President's written annual report.

Make a detailed checklist, and update it regularly, for doing this job. Use it to supplement this job description and to train your successor.

Review this job description (and any checklists) for any updates you can recommend (to the Documents Chair) to improve or clarify it for future volunteers recruited.

Keep good records and train your successor.

Qualifications

- ~ Good language and writing skills
- ~ Adept at social media

Estimated Time Commitment

- ~ 5-6 hours per month
- ~ Plus time at Guild and Board meetings

(updated April 2023 - S. M.H.)