

Social Media Co-ordinator

Role summary

Important role

Do you enjoy communicating on social media?

As your branch's Social Media Co-ordinator you can help to raise the branch profile and champion its successes.

The role involves

- Using social media to engage with CAMRA members, pubs, clubs and members of the public.
- Promoting CAMRA campaigns and messages to the public.
- Prompting discussions on local beer and cider interests.
- Responding to any posts asking questions or for information.
- Following CAMRA Discourse for the latest hot topics and information.

Useful skills and knowledge

- Good understanding of social media platforms.
- Excellent online communication skills.
- Ability to think creatively.
- A good eye for detail and accuracy.
- Good picture-taking skills, using a smart phone.

Time commitment

- This role can take up as much time as you are prepared to give. Around an hour a week is likely except at busier times such as during a beer festival.
- Participation at your branch meetings will be helpful.

Information and support

- Helpful information can be found on CAMRA's website in the [Volunteers' Area](#).
- The [Press and Publicity](#) section includes the Social Media Toolkit and Public Relations Toolkit.
- Current hot topics and information can be found on [CAMRA Discourse](#).
- Weekly communications from the CAMRA Office can be found in [branch mail-outs](#).
- Support is available from CAMRA's Communications Team press@camra.org.uk

For more information on this or any other branch role, please contact [your local](#) branch or [Regional Director](#).

You can also contact volunteer.services@camra.org.uk

