

SOCIAL MEDIA LEAD

2021-22 JUNIOR TWITTER AND LINKEDIN LEAD: **1 POST**

- Liaise with the Senior Social Media Lead
- Creating & monitoring of a LinkedIn account for the IME Student Council:
 - Create content
 - Share our upcoming events
 - Promote the IME Student Council
- Monitoring of the Twitter account of the IME Student Council:
 - Create content
 - Share our upcoming events
 - Promote the IME Student Council
 - Use the IME student email address for all accounts
- Liaise with the Instagram & Facebook Lead
- Work collaboratively with all the publicity team to increase online engagement
- Participation to all activities inherent to the role of an IME Student Council member:
 - Attendance to online & face-to-face Council meetings
 - Continued contributions to the Council
 - Thinking “outside the box” to improve our experience