

## **SOCIAL MEDIA TEAM (Marketing)**

**Primary Responsibility:** To ensure that as many people as possible hear about All Things New through a variety of mediums with a focus on social media.

The Social Media Team will be responsible for the overall marketing strategy for All Things New. To this point in the history of All Things New and for the foreseeable future, the most important aspect of marketing will be through social media. As the world continues to change and become more and more reliable on social media networks, All Things New must capitalize on this important marketing venue. At the same time we must capitalize on any other form of marketing and networking that could increase the reach of All Things New. The Social Media team will consist of at least 5 members 1 of which will be a board member. The following is a list of tasks for which the Social Media Team will be responsible:

- Review the previous year's marketing initiatives and make recommendations for each new year.
- Help All Things New increase its audience in the following areas:
  - Blog
  - Newsletter
  - Facebook
- Look for new opportunities and platforms that would be beneficial to the organization.
- Work with the "Spiritual Team" and "Fundraising Team" to increase speaking engagements and other opportunities to engage with people in person.
- Work closely with the Executive Director and field missionaries to ensure adequate communication is taking place.
- Report to the full board.