

**** ALL Social Media Team members are expected to maintain consistent communication with the VP of Public Relations**

Content Creator:

- Creates graphic designs for the posts assigned on the Notion calendar
- Appropriately maintains Illinois DECA branding in a professional manner ([branding guidelines](#))
- Sends Bibiane their graphic designs at least 24 hours before it is due for approval
 - Bibiane will upload the approved graphic designs to the Notion Calendar for Managers
- Suggested platforms: Canva, Adobe Photoshop

Instagram Manager:

- Generate relevant captions for the graphic designs from Content Creators
 - Remember that these can be slightly humorous & light-hearted!
- Post both graphic design & a caption for each assigned post on the calendar
- Repost relevant posts on story (i.e. DECA Inc, local chapters, reminders of Illinois DECA initiatives)
- Upkeep all aspects of the Illinois DECA Instagram page (other than responding to DMs)

Facebook Manager:

- Generate relevant captions for the graphic designs from Content Creators
 - Remember that our Facebook demographic consists primarily of parents, teachers, and advisors, so be sure to maintain a more formal and professional tone!
- Post both graphic design & caption for each assigned post on the calendar
- Create & maintain Facebook Community Groups
- Upkeep all aspects of the Illinois DECA Facebook page

Twitter Manager:

- Generate relevant captions for the graphic designs from Content Creators
 - Remember that Twitter captions are limited to only 280 characters, so keep it short and sweet!
- Post both graphic design & caption for each assigned post on the calendar
- Like & retweet relevant Tweets from DECA Inc & local chapters
- Upkeep all aspects of the Illinois DECA Twitter account

YouTube Content Creator & Manager:

- Brainstorm and execute video content for the Illinois DECA YouTube channel
- Request thumbnail graphic designs from the Content Creators

TikTok Content Creator & Manager:

- Brainstorm and execute video content for the Illinois DECA TikTok page

Data Analyst:

- Create [data reports](#) on the insights & analytics of each Illinois DECA social media platforms
- Provide ideas on the best ways to improve our audience engagement (i.e. longer/shorter captions, more/fewer hashtags, optimal posting times)

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