



Australian Alpaca
ASSOCIATION

Regional Website & Social Media Officer – Role and Responsibilities

The role of the Regional Website & Social Media Officer is ensuring that the regional website and social media pages are kept up to date. Notify AAA Office of upcoming events to ensure they are advertised on the AAA and regional websites.

Generally, you are to:

- 1) Maintain the website and social media platforms ensuring it is up to date and contains all the required information.
- 2) Ensure the website and social media platforms only contains AAA approved information. They cannot be used as free advertising for members.
- 3) Ensure events are sent to the AAA office to be uploaded to the AAA and regional sites. This needs to include a paragraph of information on the event, relevant contact information, costs and a photo to go on-line with the event.
- 4) Reply as promptly as possible to any enquiries on the website and social media platforms.
- 5) Upload committee minutes to member area of the website. Ensure that no confidential information is published on the website or on social media.
- 6) Monitor the usage of the website and social media platforms to ensure that only AAA or region authorised information is uploaded.
- 7) Ensure the AAA social media code of conduct is adhered to by users of the social media platforms. Raise any issues or concerns with the Regions President or the AAA office.