**Technology & Social Media (Barbara Johnson)**

Key Objectives in area of responsibility: Maintain and further develop the internet technology used by the chapter including the website, Gmail accounts, social media presence, etc., in support of achieving overall chapter objectives.

Primary BOD Partnerships: President, VP of Marketing & Communications, VP of Membership, VP of Finance, VP of Professional Development.

Key Strategies and Tactics/Activities to support achievement of Chapter Goal & Objectives:

* Regularly post event announcements to chapter Website, LinkedIn ROC ATD and related HRD groups, and Twitter.
* Regularly post news announcements, post-event write-ups, and other items of interest to the ROC ATD website as blog items.
* Support other BOD members in their use of the website in maintaining the membership list, posting jobs, etc.
* Maintain the BOD’s email accounts and other technology accounts as appropriate.
* Investigate, create plans, and execute plans for possible new use of Facebook and YouTube for the chapter.
* Develop and implement a resource website directory for chapter members.
* Strategize the Chapter's use of Social Media technologies, such as but not limited to: LinkedIn, Twitter, Facebook, YouTube, etc.
* Manage content on Chapter website.
* Send reminders to committee chairs when updated content is needed for website.
* Ensure that all web pages maintain proper formatting and a consistent look and feel
* Recruit 1-2 committee members and help develop BOD succession plan.