

Florida Health Sciences Library Association (FHSLA)

Policy and Procedures

SOCIAL MEDIA COORDINATOR (11/2020)

The Social Media Coordinator is appointed by the President, with the approval of the Executive Committee, and is an ex-officio, non-voting, member of the Executive Committee. This rule has no definite term of office.

Duties:

1. Promote FHSLA- related content and other topics of interest to membership, such as medical library resources, healthcare and other library resources on FHSLA's social media platforms.

Platforms include:

- **Facebook:** <https://www.facebook.com/FLHealthScienceLibraryAssoc> (@FLHealthScienceLibraryAssoc)
- **Twitter:** <https://twitter.com/FHSLAorg> (@FHSLAorg)
- **LinkedIn:** <https://www.linkedin.com/groups/4748733/>
- **FHSLA Email Listserv:** fhslalist@fhsla.org

FHSLA specific content can include, but are not limited to:

- Annual Meeting announcements, promotions, and images
- FHSLA Webinars
- Other FHSLA Events
- Content provided from FHSLA Members
- FHSLA Newsletter/Blog content

Other topics of interest can include, but are not limited to:

- National Holidays
- Medical Library Association Content
- National Library of Medicine/ Network of the National Library of Medicine content
- Other regional and national library association content (FLA, ALA, etc).
- Health and medical content from reputable sources (CDC, etc)
- Medical librarian resources and services

2. Create graphics and source content for social media posts and email promotions to membership.
3. Manage social media platforms online using computers and mobile devices.
4. Engage and respond to any questions, comments posted by members and social platform users.
5. Track content engagement on social platforms.