

Show social media job description-part of Web master duty

- Collaborate with other committees (promotions, advertising, enews, etc.)
 - Create and execute social media strategy for show based on committee needs and show timeline
 - Write, and/or edit and publish content frequently regarding the show, the potters involved, etc. to increase engagement with readers
 - Coordinate social media paid ads and boosts, and manage budget
 - Promote Instagram.
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- Find and grow users to follow/friend/like Clayfolk
 - Reply to comments and messages on all channels
 - Upload videos, photo albums, etc. as needed
 - Track growth of Clayfolk social media
 - Report findings to board prior to their board meetings
 - Expand social media channels where appropriate