



Maryland Chapter

AMERICAN COLLEGE OF EMERGENCY PHYSICIANS

Social Media Ambassador Role/Responsibilities/Term

The Maryland ACEP Chapter has two-2 social media channels ([Facebook](#) and [Twitter](#)) and a chapter [website](#) that can be used in various forms to post and advertise important chapter or emergency medicine related events.

The elected Social Media Ambassador shall serve a term of 2-years and may serve unlimited consecutive terms. Resignation at any time is permitted by written notice to the President or to the Board. Such resignation shall take effect at the time specified therein, or if no time is specified, at the time of acceptance by the President or the Board of Directors.

Social Media Ambassadors are responsible for planning, implementing and monitoring the chapter's social media channels in order to increase chapter awareness, improve emergency medicine efforts and increase chapter membership.

Specific social media skills, traits, abilities to create and convey material on social media platforms to achieve a chapter goal is not a requirement. A basic understanding of how the social media platforms work, and you enjoy social media are key factors.

A brief description of the role/responsibilities of the chapter Social Media Ambassador are the following:

- Follow all national ACEP's social media channels: [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Instagram](#) (if applicable).
- Retweet or post what national office posts or tweets on the chapter social media channels
- Post articles, blog posts, social posts, emails, action alerts, web content in the chapter social media channels.
- Monitor chapter or national news and identify opportunities to post (collaboration with Adriana)
- Weekly or Bi-weekly "One Important Topic" via email to all chapter members (collaboration with Adriana).
- Monitor state chapter or national legislative news and identify opportunities to post (collaboration with Chapter Lobbyist).
- Contribute an article in one or more-chapter quarterly newsletters about the status of the chapter social media presence or other important news for the members of the chapter (collaboration with Adriana).
- Attend at minimum one-1 Chapter Board Meeting and provide a brief report on the status of the chapter social media presence.