**CTT London West District - Guidance for District officials**

**Social Media Co-ordinator**

**Role Purpose**

**A**ttract new members to time trialling in London West DC events via social media platforms and keeping all time triallists up to date and informed of events and news in the London West area.

**Key responsibilities of the role:**

1. Ensure London West DC has a social media presence on popular social media platforms including, but not limited to, Facebook, Twitter and Instagram.
2. Ensure content is updated on all platforms on a weekly basis (at a minimum).
3. **All year**, the following content should be published across all platforms:
   1. Updates from the DC.
   2. Updates from the National Committee.
   3. Any other pertinent news relating to timetrialling.
4. **Additionally during race season** (March to October), following content should be published across social media platforms:
   1. Details of upcoming events (both type A and type B events)
   2. Reviews of recent races
   3. News regarding district time triallers in district competitions.
5. Engage page/group members into conversation.

**Person specification (essential)**

1. Someone with in-depth knowledge of social media platforms:
   1. Aware of the different uses for each of Social Media platforms being used.
   2. Has a knowledge of how each form of media works (e.g. Facebook pages vs Facebook groups, Instagram hashtags, Twitter retweeting/scheduled tweets)
2. Good knowledge of hardware platforms (e.g. desktop, laptop, tablet, mobile etc)
3. Able to write in a conversational, friendly and journalistic style.
4. Approachable.
5. Empathetic to the needs of the audience.

**Person specification (desirable)**

1. Already contributes to a cycling-related social media group and is confident engaging with their Social Media audience.
2. Has/had some component of writing within their day job (e.g. journalist, analysis, content creator, digital media manager)
3. Someone who has a thirst for information
4. Able to attend some District Committee meetings
5. Able to write in an engaging and jargon-free way