

Social Media Maintenance For Large Organizations

Remember: Content is king
Content is what drives a social media site.
Content can include; links, video, text,
images, pr, etc etc - anything your target
might be interested in.



The role of the administrator is to ensure the site continually Falls within the mission and vision of the outreach program. The administrator holds the content manger responsible for keeping the site active and loaded with Fresh content. (1-3 hours per week)



The content manager is responsible for the day to day Facilitation of the site including: responding to posts, inquiries, uploading new content, Facilitating submissions of content. Finding and creating new content. (5 - 10 hours per week)



Contributors are designated by the administrator and/or content manager. Contributors are given specific tasks to continuously create content and upload directly to the site or through the content manager. Contributors can be anyone from interns/students to Faculty/Staff. (0-6 hours per week)