

COMMUNICATIONS OPPORTUNITIES

SOCIAL MEDIA COMMITTEE

The goal of this committee is to create graphics and written content for MPI Georgia's active and growing social media presence on Facebook, and Instagram.

Role:

The Chair will be responsible for overseeing the implementation of the MPI Georgia communications marketing plan and working with all Communications Committee chairs noted above. Committee members will create and schedule messaging for the chapter's strategic events, educational programs and industry activities in addition to interacting through comments, shares, likes, etc. Committee members will also create graphics via "Canva" to help with social media promotions.

Time Commitment

4-5 hours per-month, consistently to provide effective, regular communication

Onsite / Remote:

Remote

WEBSITE COMMITTEE

The goal of this committee is to create graphics and written content for MPI Georgia's active and growing social media presence on Facebook, and Instagram.

Role:

The Chair will work with the Communications Committee Chair and MPI Georgia office staff to communicate the look and feel of the website in a manner that compliments our dynamic chapter and encompasses the message that MPI Georgia wants to portray globally and locally to current and future members. Maintain standards of the MPI Global framework while updating all facets of the website with the MPI office staff.

Time Commitment

3-4 hours per month

Onsite / Remote:

Remote

MPI GEORGIA APP COMMITTEE

The Chair of this committee will be instrumental in guiding the chapter in this new endeavor and make key decisions on the future of what the APP will be for MPI Georgia.

Role:

The Chair will gather communication from committee chairs that will be distributed to membership via the APP. Key decisions are being made about this new tool for the chapter such as sponsorship goals, communication to be shared, push notifications, etc.

Time Commitment

2-3 hours per month

Onsite / Remote:

Remote

KEYNOTE COMMITTEE

Is weekly communication your passion? Want to be the person in the know for all things MPI Georgia? - Chair KeyNote.- Keeping the Chapter in the KNOW!

Role:

The Chair/Editor of KeyNote is responsible for compiling what will be included in the weekly e-newsletter that is distributed to members only. Once material is received, material is edited and formatted into a draft and sent to the MPI Georgia office. A final draft is proofed before it is sent to membership. Goal is to increase open and click through rates each month.

Time Commitment

2 hours per week. 6-8 hours per month

Onsite / Remote:

Remote

COMMUNICATIONS OPPORTUNITIES

RECONNECT COMMITTEE

The Editor of ReConnect is responsible for compiling what will be included in the monthly e-newsletter and contacting those responsible for supplying the content. Once that material is received, the material must be edited, the formatted into a draft that is sent to the MPI Georgia office. A final draft will be proofed before the final version is sent to membership. Goal is to increase open and click through rates each month.

Role:

ReConnect is divided by sections to include: ReMember; ReAquaint; ReCharge; ReWards. Each area is managed by a different person(s) and they are responsible to submit material relevant to the month to the editor.

Time Commitment

4-5 hours per-month

Onsite / Remote:

Remote

