



Book	Job Descriptions
Section	Job Descriptions
Title	Copy of SOCIAL MEDIA SPECIALIST KMK 5-14-25
Code	
Status	Proposed
Adopted	September 1, 2020

School District of Turtle Lake

Social Media Specialist Position Description School District of Turtle Lake

Job Title	Social Media Specialist
Qualifications	<ol style="list-style-type: none"> 1. Prefer a member of the Turtle Lake Staff. 2. Knowledge of social media and experience working with Facebook, Twitter and other social media programs. 3. Strong communication skills with the variety of members in the Turtle Lake School community. 4. Such alternatives or additional qualifications as the Turtle Lake School Board may deem necessary or desirable.
Reports to:	Superintendent
Terms of Employment	12 Months
Responsibilities	<ol style="list-style-type: none"> 1. Manage and update Turtle Lake School District Facebook, Twitter and other social media accounts daily during the school year and weekly during the non-school year. 2. Promote Turtle Lake School in a positive manner by showing school pride, student accomplishments, and updating viewers on school news by using photos, posts, and quotes. 3. Communicate the posting process with extra-curricular coaches, teachers, and school staff to make posting their content easy for them. 4. Prepare monthly reports on social media activity.
Other Assigned Responsibilities	Other duties as assigned by the administration.
Evaluation	Annual evaluation with the Superintendent