

## **Publicity/Social Media/Website**

The responsibilities of the Publicity/Social Media/Website may include:

- Develop and implement a publicity program to obtain local media coverage for the chapter and its events and to make the chapter known within its geographic area.
- Obtain chapter president approval on all publicity.
- Develop an email list to submit media releases
- Prepare contact list for publicity sources such as local newspapers, radio stations, television stations, etc, including publication deadlines, contact names, email addresses and fax numbers.
- Write press releases and other publicity materials.
- Develop and produce posters, flyers and other publicity materials for chapter events, as required.
- Ensure that the chapter president reviews the website for final approval.
- Ensure that content complies with the ASG Chapter Website Policy.
- Make changes, if any, suggested by ASG national headquarters in order to gain its approval.
- Ensures the chapter website links to the ASG website.
- Propose changes in the host, style, use and major content of the chapter website to the CAB for its approval.
- Work to ensure the privacy of all persons shown or mentioned on the website.
- Implement a procedure to update the website to keep its contents current.

P&P Version 4.0 01/2020