



GEOHERMAL RISING NEXT GEN GEO

ENERGIZING OUR RENEWABLE FUTURE.

Position Title: Social Media Chair

Position Term: 1 year January-December with option of 1 additional year reelection

Time Commitment: 10 hours a month

Position Description:

Position Overview: The Student Committee Media Chair's role is to enhance our online presence and engage our community through various social media platforms. This hybrid mentorship and leadership opportunity will provide experience managing our social media accounts, creating content, and supporting our marketing and awareness campaigns. This position is a year-round position. The chair must arrange prior for any leave of absence (internship, field work etc) in order to ensure continuity in posting and media campaigns

Position Responsibilities and Tasks:

General Student Committee Leadership Responsibilities:

As a Student Committee Leader, the primary responsibilities include preparing the specific subcommittee's plan and budget for the term, setting yearly goals, and ensuring their successful completion by the end of the term. Sub subcommittee leads will develop their strategic approach using a template of previous goals, events, and incentives. Additionally, leaders are required to submit quarterly progress reports to the Board of Directors, collaborate with the committee president to align goals with the broader organizational objectives and maintain clear communication to ensure the subcommittee's contributions are in line with the overarching mission of Geothermal Rising.

Position Responsibilities and Tasks:

- **Social Media Management:** Post regularly on Instagram and LinkedIn about relevant events and awareness campaigns. Allow for followers on Linked In. Report general statistics generated by each platform
- **Content Creation:** Develop engaging content that aligns with our brand standards and resonates with our audience. Canva Pro will be provided to the position.



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- **Brand Standards:** Ensure all posts adhere to the GR Social Media Branding Kit and maintain consistent brand awareness. Minor flexibility is allowed with prior approval of mentors and GR Staff
- **Podcast Management:** Continue the GR podcast series, including video recording, editing, and YouTube channel management.
- **Marketing Strategies:** Brainstorm and implement new marketing strategies and campaigns focused on fundraising and awareness with mentors and Student Committee.

Media Chair Guidelines

The media chair will be held to a stricter oversight compared to other positions. To ensure that media accounts are not compromised and the GR image is maintained in a positive light, please see the following restrictions.

- **Approved Sources:** Repost content only from Geothermal Rising events, Student Section events, and other organizational related to Geothermal Rising meetings and conferences (e.g., Core Value Award solicitation at the GR annual meeting)
 - Approved Sources for Reposting (related to GR):
 - WING - example core value awards at GR meeting
 - AAPG - example joint symposium with GR
 - SEG
 - IGSHPA - example joint symposium with GR
- **Content Restrictions:** Avoid posting political, religious, ethnic, and gender-related content unless it has already been shared and/or approved by the GR organization (i.e. protected class)
- **Access and Password Management:** The chair may choose to manage content directly through password onboarding, OR, have accounts maintained by the president / through Canva Pro
 - Social media accounts must be checked every 1-2 business days
 - Passwords and 2 factor authentication will be set up upon onboarding and must not be changed unless prior approval from GR staff.



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Advisor Role and Responsibilities:

Position Description: Social Media Advisor

Overview: The Social Media Advisor will play a pivotal role in enhancing our podcast and social media presence, while also supporting student engagement initiatives. This position involves brainstorming potential interviewees, facilitating interviews, and promoting content across various platforms.

Key Responsibilities:

Podcast Support:

- Identify and suggest potential interviewees using personal networks.
- Initiate and manage conversations with prospective interviewees.
- Review and edit interview questions prepared by the Social Media Chair, providing suggestions as needed.
- Promote podcast interviews through engaging social media posts.
- Facilitate interviews via Zoom, ensuring quality recording and content.

Social Media Management:

- Gain proficiency in Canva Pro to create visually appealing content.
- Propose social media posts for key events, including International Women's Day, International LGBTQ+ Day, and World Geothermal Day.
- Encourage student involvement in scheduling posts and content creation.
- Assist with scheduling and content development as necessary.