SOCIAL MEDIA EDITOR

# *Pacific Conservation Biology*

##### **POSITION DESCRIPTION**

The Social Media Editor has responsibility for promoting content published in *Pacific Conservation Biology* on Twitter, with the aim of increasing the visibility of the journal and its content. The Social Media Editor will decide which content to promote, in line with the guidelines provided in the specific duties and will play a key role in promoting the journal positively to the community and developing a Twitter following for the journal as a go-to resource for conservation research.

Specific duties include:

* Post content including articles, special issues and call for papers, virtual issues, related conferences. Posts should not advocate, defend or publicly canvass the merits of government or opposition policies(including policies of previous Commonwealth governments, or State or local or foreign governments).
* Use of the Twitter account as a voice for the **Journal** and not to comment in a private capacity or represent personal views as those of the **Journal**.
* Post content at regular intervals (minimum 3 posts per week)
* Manage periods of absence: Schedule posts in advance for extended periods of leave using a scheduling tool (such as Hootsuite or Tweetdeck) or discuss with the Editors-in-Chief about arranging for another trusted person to post during this period
* Retweet relevant posts of interest to the community
* Respond to comments/queries that come in through Twitter channel and consult with the Editor or Publisher as necessary
* Follow accounts relevant to the **Journal** that position the channel in the research community
* Build the following of the account by engaging with the community and posting relevant content
* Represent the **Journal** positively to the research community