

SOCIAL MEDIA VOLUNTEER

SAS Global Forum (SASGF) Social Media Volunteers (SMV) are instrumental in advertising the conference and specific conference events. As a Social Media Volunteer, you will help promote SAS Global Forum by making the public aware of crucial information over social media channels.

Your role is to help make SAS Global Forum social media posts more engaging and visible by commenting and sharing the SASGF social media team's posts.

Your assignment will involve three phases, (1) Pre-Conference, (2) Conference On-site (flexible), and (3) Post Conference, and will span approximately 7 months between October 2020 and April 2021.

BENEFITS: As participating as a SASGF SMV, you will enhance your professional network and increase your visibility within the SAS community. Your activity in helping to promote such a prominent conference will be recognized through your interaction in social media posts.

RESPONSIBILITIES:

1. Pre-Conference:
 - a. Attend the Kick-Off meeting to discuss the Social Media Volunteer process.
 - b. Work closely with the Content Delivery Team (CDT) team to find out key dates to share with participants or publish posts.
 - c. Work closely with the SAS BLOGS website (<https://blogs.sas.com>) to coordinate content.
 - d. Contact the Social Media Volunteer coordinator with any questions.
 - e. Help to write articles to promote the conference in social media.
 - f. Help to drive traffic to the social media posts by commenting and/or sharing.
 - g. Create posts relating to hot topics and/or popular presenters so that attendees are aware.
2. On-site at Conference:
 - a. Create posts relating to hot topics and/or popular presenters so that attendees are aware.
 - b. Create brief posts and/or tweets about your favorite presentations, activities at the event, experiences and new learnings, such as your top 3 things.
 - c. Fill out the Social Media Volunteer feedback survey provided after the conference.
3. Post-Conference:

- a. Create a LinkedIn article/blog post about your favorite presentations, activities at the event, experiences and new learnings, such as your top 3 things.

NOTES:

Below is a list of types of content that needs to be created. Note that this is not an exhaustive list and you may be asked to create social media content that is not on this list. The list is meant to give you an idea of topics that could be used for social media.

Content	Timeframe
Advertising Student Symposium	One month before Student Symposium Call for Paper End Date
Advertising Sample 3-5 Minute Videos CFP Submission	One week before Call for Papers Day of Call for Papers: One week after Call for Papers open date
Advertising Testimonials from Previous SASGF	Day of Call for Papers: One week after Call for Papers open date
Sharing Photos of SASGF	Once a Week from Call for Papers until the End of the Conference
Advertising Call for Papers	One week before Call for Papers Day of Call for Papers: One week after Call for Papers open date
Advertising Call for Papers Closing Date	2 Weeks Before Closing Date 1 Week Before Closing Date 5 Days Before Closing Date 3 Days Before Closing Date
Advertising Long Video Submission	One Month before Presentation Due Date One Week before Presentation Due Date
Advertising Presentation Due Date	One Month before Presentation Due Date One Week before Presentation Due Date