

**RCOT Regional Committee – Job Description**

**Social Media Lead**

Role and Responsibilities:

* To manage, maintain and promote the use of social media on behalf of the region in line with the Social Media Briefing
* To network on behalf of the region where ever possible using social media as well as new and established leads and through events
* To promote and engage in Occupational Therapy Week activities via social media wherever possible
* To promote occupational therapy as a profession, membership of RCOT and to highlight the work of the region where ever possible.
* To update the relevant RCOT regional webpage and check regularly to make sure all information is up to date
* To engage with regional members and answer queries via social media
* To disseminate messages on behalf of RCOT via social media