**SWEET PEA COMMITTEE: SOCIAL MEDIA TIMELINE & JOB DESCRIPTION**

**Location:** Home/office, Festival events and related activities

**Assistance:** 1-2 people to help post on social and take photos at events

**Supplies:** digital camera – SPF owns one – or use your phone

**Contacts:** Social media websites, SPF website, board meetings, minutes – anything or anyone with

Sweet Pea info or related arts organizations and info for posting

**Note:** All photos and videos become the property of the Sweet Pea Festival

**On-Going:**

* Track the hours you’ve volunteered monthly; keep your own record to submit to the office at yearend or email your hours when requested by the office
* Post on social media at least 3x’s per week with more frequency leading up and during the Festival
* ALWAYS tag businesses, sponsors etc. on all posts
* Post about Board activity, Groups that Sweet Pea supports financially (PK, Bozeman Film Society, etc.), etc.
* Arrange photography of current year in progress for Sweet Pea and provide pictures to the office (digitally)
* Be an ambassador for the Festival; recruit Festival-time volunteers and potential board member candidates
* Keep Division Coordinator apprised of your progress and include him/her on documents sent to the Exec. Director for review
* Attend Sweet Pea Board meetings
* Review all meeting minutes for accuracy and to keep up with what’s going on if a meeting is missed

**January:**

* Review the budget as prepared by the Executive Director and Finance Committee; offer input before approval by the Board
* Line up Committee members as needed to help with posting

**February:**

* Submit expense estimate budget to Secretary/Treasurer and Division Coordinator before expenditures begin. Watch for the deadline on this to be given by Secretary/Treasurer each year

**June-July:**

* Take pictures of Board members and volunteers in action leading up to the festival at activities like t-shirt folding, merch pre-sales, etc.

**July-August:**

* Arrange for photographers (board members, volunteers, etc.) to capture the spirit of the Festival and related activities including pre-Festival events (Art Show, Chalk on the Walk, Bite of Bozeman, etc).
* Remind board members to send all photos taken at all SP events
* Schedule social media posts leading up to the event, during the event, and thank you to sponsors and patrons after
* Prepare or edit “shot list” for photographers to use

# August:

* Assist with park tear down on Sunday evening, post-Festival, if possible
* Submit all individuals and business names that assisted or contributed this year to Executive Director for thank you page on website
* Submit all images taken at Festival events to office for inclusion on the website and historical files by Tuesday after festival
* Submit feedback on this year’s events – fill out and return evaluation form distributed from office staff

**August-September:**

* Review social calendar, make changes, additions for next festival
* Submit all invoices to the office as they are received. All receipts/personal reimbursements are due by Oct. 2nd

**October:**

* Create 3-5 minute video to summarize Sweet Pea for marketing purposes.

Social Media login information:

Bit.ly login: sweetpeafest / Arts1978

Instagram: sweetpeafest / artfest78

Twitter: sweetpeafest / Arts2013

Spotify: ed@sweetpeafestival.org / artsfestival

Facebook:

Snapchat: