



## Social Media Working Group

<b>No of new member volunteers</b>	<b>25+</b>
<b>Timeframe</b>	<b>Ongoing, year round</b>
<b>Commitment</b>	<b>36 hours</b>
<b>Reports to:</b>	<b>Staffed Office</b>

CFA UK's social networks connect with 2,300+ followers on Twitter and 4,575+ followers on LinkedIn. This working group supports the staffed office to fulfil CFA UK's mission and purpose, by passing on our social media messages. This working group also engages with each other and the wider investment community about the content and opinions that CFA UK covers, and encourages wider industry discussions.

### Purpose and Activities

- Engage with CFA UK on Twitter and LinkedIn.
- Actively follow, like, tweet, share and comment on all CFA UK's published contents
- Assess the topics that would be of most interest to the membership
- Bring forward new ideas to generate higher engagement rates
- Support the journalism and Brandes awards by performing as judges

### Who are we looking for?

- Creative members who have a keen interest in social media
- Enjoys commenting and sharing investment professional related content
- Available for around six calls throughout the membership year plus ad-hoc meetings
- Ability to work with a group to shape ideas and build consensus
- Understanding of what would interest the membership and readers
- Can adhere to CFA UK's Social Media Guidelines.
- Interest in interacting passionately in an online environment (basecamp)

### How the CFA UK will help:

CFA UK will provide an introduction into how it engages with its membership online and training on how to maximise the full potential of Twitter and LinkedIn. It will also provide regular updates on how it is performing based on pre-defined KPIs and share results with this working group.

### What will you gain from volunteering in this role?

- Opportunity to raise CFA UK's social media brand presence
- Gain social medial marketing skills and build your own social media influencer status
- Have a forum for discussions and insight beyond your day job
- Opportunity to meet and network with other like-minded investment professionals
- Be recognised for your contributions and have the opportunity to attend a recognition event exclusive to the volunteer community

If you are interested in applying for this opportunity, please download the Volunteer Application form and return it along with a copy of your CV to [volunteer@cfauk.org](mailto:volunteer@cfauk.org)