

MARINE CORPS LEAGUE AUXILIARY

Job Description

SOCIAL MEDIA COMMITTEE

1. SUMMARY OF PURPOSE

The Social Media Committee is established to manage, develop, and maintain the official online presence of the Marine Corps League Auxiliary (MCLA) at the National level.

The Committee ensures that all social media communications:

- Reflect the mission, values, and professionalism of the MCLA
- Promote programs, events, and membership growth
- Maintain consistency in branding and messaging
- Provide accurate, timely, and appropriate public information

The Committee serves as the central coordinating body for all National MCLA social media activity.

2. DUTIES AND RESPONSIBILITIES

The Social Media Committee shall:

- Create, manage, and publish content across official National MCLA social media platforms
- Maintain a **content calendar** aligned with national events, programs, and initiatives
- Ensure all content is:
 - Factually accurate
 - Respectful and professional
 - Consistent with MCLA policies and Marine Corps League standards
- Coordinate with National Officers, Committees, and Departments for content submissions
- Review and approve content prior to publication (as directed by the Chair)
- Monitor engagement, comments, and messages for appropriate interaction
- Elevate sensitive or controversial issues to the Chairperson immediately
- Maintain archives of posts and campaigns when appropriate
- Assist in promoting national campaigns, observances, and key dates
- Track performance metrics and assist in reporting

3. SKILLS AND QUALIFICATIONS

Committee members should possess:

- Working knowledge of major social media platforms (Facebook, Instagram, etc.)
- Strong written communication skills
- Attention to detail and accuracy
- Ability to follow branding and messaging guidelines
- Basic understanding of audience engagement
- Ability to work collaboratively and meet deadlines

Preferred (but not required):

- Graphic design experience (Canva or similar tools)
- Experience with analytics or reporting tools
- Prior involvement in MCLA or similar organizations

4. TIMELINE / TIME COMMITMENT / CALENDAR

- The Committee shall maintain an **ongoing monthly content calendar**
- Posts should be scheduled:
 - Weekly at minimum
 - More frequently during major events or campaigns
- Committee members should expect:
 - Regular communication (email, messaging, or shared platforms)
 - Participation in scheduled virtual meetings as needed
- The Chairperson may call:
 - Monthly or quarterly Zoom meetings
 - Planning sessions prior to major national events

5. ETHICS AND STANDARDS OF CONDUCT

All Committee members shall:

- Uphold the values and reputation of the Marine Corps League Auxiliary at all times
- Ensure all content is:
 - Non-political (unless officially authorized)
 - Non-controversial
 - Respectful of all individuals and groups

- Protect sensitive, personal, or confidential information
- Avoid posting:
 - Unverified information
 - Personal opinions presented as official statements
 - Content that may discredit the MCLA or Marine Corps League
- Follow all applicable MCLA policies and Marine Corps League guidelines

When in doubt: **Do not post—elevate to the Chairperson.**

6. AUTHORITY TO DIRECT POSTS

Requests for social media posts may originate from:

- National President
- National Board Members
- National Committee Chairs
- Department leadership (as approved or routed through appropriate National channels)
- Individual Units

All requests shall be:

- Submitted to the Social Media Committee (or Chairperson)
- Reviewed for accuracy, appropriateness, and alignment with MCLA standards

The **Social Media Chairperson** has **final authority** over:

- Approval
 - Scheduling
 - Publication
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7. SOCIAL MEDIA CHAIRPERSON

Position Overview

The Social Media Chairperson provides leadership, oversight, and final approval for all National MCLA social media activity and ensures the Committee operates efficiently, professionally, and in alignment with organizational standards.

Chairperson Responsibilities

The Chairperson shall:

Leadership & Oversight

- Direct all activities of the Social Media Committee
 - Assign roles and responsibilities to committee members
 - Ensure consistency in messaging, branding, and tone
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Content Control & Approval

- Serve as the **final approval authority** for all official posts
 - Review sensitive or high-visibility content prior to publication
 - Ensure compliance with:
 - MCLA policies
 - Marine Corps League standards
 - Any applicable legal or privacy considerations
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Planning & Coordination

- Develop and oversee the **social media content calendar**
 - Conduct Zoom or virtual meetings to:
 - Plan upcoming content
 - Review campaigns
 - Discuss platform strategies and improvements
 - Coordinate with National leadership for messaging priorities
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Research & Compliance

- Research and maintain awareness of:
 - Marine Corps League social media guidelines
 - Platform-specific policies and restrictions
- Identify any content limitations or risks and ensure compliance

(Note: While tasks may be delegated, the Chairperson retains responsibility for ensuring compliance.)

Reporting

- Provide reports to National leadership as required, including:
 - Activity summaries
 - Engagement metrics
 - Growth trends
 - Provide written reports at mid-winter conference national convention
 - Present updates at meetings when requested
 - Responsible for newsletter submissions
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Crisis & Issue Management

- Address or direct responses to:
 - Negative comments
 - Miscommunication
 - Sensitive or controversial posts
 - Escalate issues to National leadership when necessary
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Consultation

- May consult with designated advisors or subject matter experts
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Chairperson Time Commitment

- Ongoing weekly oversight of content and communications
 - As-needed planning meetings
 - Increased involvement during national campaigns or events
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The Social Media Chairperson ensures that the Marine Corps League Auxiliary's digital presence reflects the same discipline, professionalism, and pride that defines those who serve.