

ROLES AND RESPONSIBILITIES WORKSHEET

Start off your policy making by figuring out who’s in charge of what. The below example shows how an organization might divvy up the responsibilities of a social media team.

| | | WHAT? | WHAT? | WHAT? | WHAT? |
|-------------|--|-------------|-------------|----------|---------|
| | | Facebook | Twitter | LinkedIn | YouTube |
| WHO? | Bodhi | 1x/day min. | 2x/day min. | | |
| Details | <ul style="list-style-type: none"> - Minimum once a day for Facebook and twice a day for Twitter, but more is better - Make sure posts are different types (e.g., photo/text-only/user content) | | | | |
| WHO? | Kimi | | | | 3x/week |
| Details | <ul style="list-style-type: none"> - Checks channel 3 times per week (e.g., respond to comments, follow accounts, etc.) - Posts videos as created | | | | |
| WHO? | Mia | | | 1x/week | |
| Details | <ul style="list-style-type: none"> - Updates with new research, hiring announcements, and other highlights | | | | |
| WHO? | Angel | | | | |
| Details | <ul style="list-style-type: none"> - Fills in when primary caretaker is unavailable - Oversees all social media accounts and creation - Stores passwords and login information securely | | | | |

Now it's your turn. Take a minute with your team to assign roles and responsibilities. Fill in each column with a social media site you plan on using, and each row with a team member. While some groups may have only one or two team members or social media platforms they're using, there's extra room in case you plan on having a larger social media team or presence.

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