

Social Media Coordinator

Dora Fourou

Goals

- Maintain the existing Social Media Channels active (Facebook Page, Twitter Account);
- Increase the number of followers of the existing Social Media Channels;
- Search for Opportunities for new Social Media channels (Such as LinkedIn Profile / Group);
- Collaborate with IEEE Region 8 committees ,Affinity Groups and Initiatives (YPs, WiE, AFI, Region 8 Today, etc);
- Have a Webinar on Social Media and Digital Marketing.

Status

Currently there is a Facebook page and Group but also a Twitter account, which are live and active. Moreover, there is already a running collaboration with Affinity Groups and initiatives of IEEE Region 8.

Outlook

The main outlook is to increase the engagement with IEEE Region's 8 Social Media Channels.

Points of Concern

General questions regarding IEEE are being send to IEEE Region 8 Facebook Page, such as "How to create a Student Branch", "What is IEEE" or sharing their need to promote a local event. Maybe IEEE Region's 8 awareness should be more considered in order to enhance its visibility.

Other Issues to report