



2021 Annual Meeting – Virtual

Office or Committee Name: Public Relations
Officer or Chairperson Name: Charles Geddes
Date of Preparation (include year): February 24, 2021

Activities during the year:

Since 2019, the WSWS has had an open call to fill the position of Social Media Administrator. The original intent was to recruit a WSWS member to serve in this role on a paid-volunteer basis; however, the WSWS Public Relations Committee has not been able to find someone to fill the role.

In November 2020, WSWS President-Elect Sandra McDonald was contacted by a candidate expressing interest in the position. They became aware of the open WSWS Social Media Administrator role and contacted Sandra to apply. The candidate serves as the Social Media Manager for the Aquatic Plant Management Society (APMS).

Joe Armstrong (past Chair) and Charles Geddes (current Chair), members of the WSWS Public Relations Committee, met with the candidate in December 2020 to discuss the Social Media Administrator role with them. During this meeting, the candidate discussed their experience and expertise with the various social media platforms they use to promote the APMS, including Facebook, Twitter, and Instagram and provided a thorough portfolio of their work and experience with the social media accounts that they manage. We were most impressed with their interest and willingness to work with the WSWS in this capacity. We were also impressed with the analytics they provided for the APMS accounts and their ability to track the impressions and reach of the social media posts across various platforms.

From the candidate's proposal, they will manage (and establish, as needed) social media accounts for the WSWS on Twitter, Facebook, and Instagram and provide the following services:

- Serve as administrator and content generator (posts, photos, video)
- Respond to posts, comments, and inquiries punctually, accurately, and appropriately

- Engage with fans and followers to attract and retain interested audience
- Share and cross-post relevant information on weed science issues
- Target schools, universities, industry, and audiences to increase WSWS membership
- At least 3 posts per week on each platform
- Weekly (or more frequent) posts featuring WSWS agenda, presenters, vendors, and sponsors to promote WSWS annual conference
- Provide quarterly analytics for social media engagement and interaction to WSWS Board of Directors

Recommendations for Board Action:

Based on our meeting with the candidate and review of their work, we recommend the WSWS Board of Directors hire this candidate as the WSWS Social Media Administrator for a period of one year. Near the conclusion of their one year of service, the WSWS Public Relations Committee will review the candidate's work and the impact of our social media presence to make a recommendation whether or not to extend the role for an additional year.

Budget Needs:

The candidate provided a quote of \$2000 for 12 months of managing the WSWS social media accounts. This is slightly more than the \$1500/year originally requested for this role, but we believe is justified by the experience that they provide and attention they will pay to the role.

Additionally, the candidate has requested that the WSWS cover their expenses to travel to and attend in-person future annual WSWS meetings. Again, we believe this expense is justified. Their attendance will enable them to meet WSWS members, engage in activities, and collect information and photos to share on our social media accounts, all of which will increase their ability to generate and post meaningful content for the WSWS.

Name of Person Preparing This Report: Charles Geddes