

Standard Operating Procedure Webmaster

As stated in the APVMA Constitution, the role of the Webmaster is as follows:

The Webmaster shall be responsible for maintaining and updating the APVMA website, as well as updating the Webmaster's Officer Manual as needed. The Webmaster shall be the liaison between the website host agency and the Executive Board. The Webmaster shall maintain and update all APVMA social media accounts, including, but not limited to Twitter, Facebook (group and page), and Instagram, in a professional manner consistent with the values and objectives of the majority of the Executive Board and the ABoT.

The position of the APVMA Webmaster is of utmost importance as they are responsible for all communication between the APVMA Executive Board and Advisory Board of Trustees and the general membership. The following are expected of the Webmaster on a regular basis. However, please note there may be additional responsibilities the Webmaster must perform for during his/her term.

In addition to the roles as stated in the Constitution above, the President of the APVMA must also:

- Update the APVMA website using iPage and Weebly drop and drag web building software. Updates will need to be made regularly, beginning the day after the National Symposium. Webmaster will need to post and archive newsletters, update sponsor lists and logos, update the front page of the website weekly to make sure current information is being supplied to membership.
- Monitor the Facebook page nearly daily to maintain sponsored and important posts at the top of the page and remove inappropriate posts. As well as post updates about APVMA Executive Board activity, important updates, and opportunities for the APVMA membership.
- Monitor the Twitter page daily and remove inappropriate posts while also tweeting regularly about Executive Board activities and opportunities within the APVMA.
- Attend all conferences calls that occur roughly every other week. Update the Executive Board and Advisory Board of Trustee members about Webmaster activities since previous meeting.
- Attend the Spring and Fall business meetings as scheduled.
- Participate in writing of the Newsletters.
- Assist all other Executive Board members with their social media needs.
- Plan to devote a total of 5-6 hours per week each week for the one year of service to the APVMA.