

Local Area Social Media Rep Role and Responsibilities

Area Social Media Rep. Role Description

Welcome to the BMC's network of social media volunteers. The BMC has been built by and depends on volunteers. Members, staff and other volunteers hugely appreciate your contribution of time, knowledge and enthusiasm. Thank you for everything you do on behalf of the organisation and the climbing and hill walking community.

What does a Social Media Rep do?

Social Media Reps for the local area have the principal job of sharing the latest news and information from the BMC that relates to the community of the local area, as well as helping spread the communications of the BMC's wider work.

The Rep, alongside the BMC's Marketing and Communications Team, will have admin responsibility of their BMC Local Areas Facebook page or group and there is the option to run the Area's Instagram account too.

Regular Admin Tasks:

- Check the Local Areas Facebook Page inbox weekly and respond or re-direct any questions to the appropriate person
- Respond to comments on posts
- Co-host and monitor the BMC Local Area Meeting FB events (x4 a year)
- Direct followers to the minutes of the area meetings
- Promote the FB/Instagram account at local area meetings as a tool for engaged local members to follow/use
- Sharing BMC content. Please see appendix 1 for an example of sharing BMC content.
- Share any climbing/hill walking news relating to the local area
- Share BMC campaign news (Hills 2 Oceans, Climate Project, RAD) from main BMC FB/Instagram page
- Share any BMC local access news
- Creating own content (For examples please see appendix 2)
- Spotlight posts on local walls
- Spotlight posts on local BMC clubs/their events
- Spotlight posts on local crags
- Posts about local climbing / hill walking events
- Share photos of people climbing / hill walking in the local area
- Share BMC films from our YouTube channel

Support for Social Media Reps

Local Area Social Media reps will be supported by the BMC's Marketing Co-ordinator and their own Local Area Committee members. The BMC Marketing team can provide support and technical assistance in any areas required and can provide bespoke training.

Beyond this core role, it can be as broad or narrow as you choose to make it. We recognise that people are able to offer different amounts of time as a volunteer and we want to encourage anyone who is keen to get involved. There is room within the job for further use of Social Media channels and creativity. Regardless of whether you have a lot or a little time to give, we hugely appreciate your input.

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What can you expect from the BMC?

- Communications support on technical or difficult issues from BMC Marcoms
- The BMC is committed to ensuring that all people have an equal opportunity to participate in climbing, hill walking and/or mountaineering at all levels and in all roles. Our full Equity Statement can be found [here](#).

What does the BMC expect from you?

When acting as a Social Media Rep, you will be facilitating the voice of the BMC via electronic communications and representing the BMC to members, prospective members and other climbers/walkers in the community. This means that it is important that you:

- Are passionate about climbing and/or walking and have a good knowledge of the area you cover.
- Behave in a respectful manner at all times, remembering that you are representing the BMC membership as well as the wider walking and climbing community (rather than just yourself as an individual) in the public online domain.
- Maintain a line of communication (either by email/phone or in person at the meeting) with your local BMC Area Chair/Secretary to find out the latest developments within the area and determine which of those need communicating via social media.
- If you have a conflict of interest whilst representing the BMC in any aspect of your voluntary role, please declare it to the Communications Team ASAP.

Benefits of volunteering for the BMC

- Contributing to the BMC's work representing climbers and walkers in the UK
- Becoming part of a community of committed volunteers, giving back to the mountaineering community
- Further opportunities to get involved with the BMC's work.
- An opportunity to develop your skills and learn new skills.

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Appendix 1: Examples for sharing BMC content



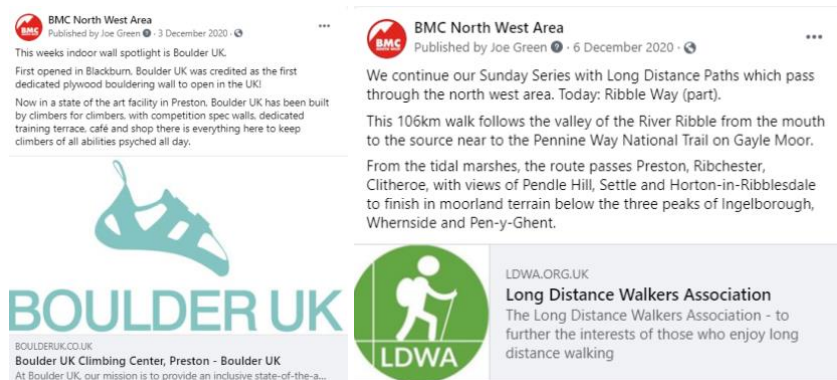
BMC Cymru/Wales
Published by Emma Travers · 21 December 2020 at 15:12 · 🌐

Here's the latest Covid climbing and hill walking update for Wales:



THEBMC.CO.UK
Wales Lockdown Part 3: what it means for climbers and hillwalkers

Appendix 2: Examples for creating your own content




BMC North West Area
Published by Joe Green · 3 December 2020 · 🌐

This weeks indoor wall spotlight is Boulder UK.

First opened in Blackburn, Boulder UK was credited as the first dedicated plywood bouldering wall to open in the UK!

Now in a state of the art facility in Preston, Boulder UK has been built by climbers for climbers, with competition spec walls, dedicated training terrace, café and shop there is everything here to keep climbers of all abilities psyched all day.




BOULDER UK
BOULDERUK.CO.UK
Boulder UK Climbing Center, Preston - Boulder UK
At Boulder UK, our mission is to provide an inclusive state-of-the-a...

BMC North West Area
Published by Joe Green · 6 December 2020 · 🌐

We continue our Sunday Series with Long Distance Paths which pass through the north west area. Today: Ribble Way (part).

This 106km walk follows the valley of the River Ribble from the mouth to the source near to the Pennine Way National Trail on Gayle Moor.

From the tidal marshes, the route passes Preston, Ribchester, Clitheroe, with views of Pendle Hill, Settle and Horton-in-Ribblesdale to finish in moorland terrain below the three peaks of Ingelborough, Wherside and Pen-y-Ghent.



LDWA.ORG.UK
Long Distance Walkers Association
The Long Distance Walkers Association - to further the interests of those who enjoy long distance walking

Example of an Area Page Instagram Account

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