

Social Media Chair

From the official iLRN2026 Organizing Committee Handbook:

- Leads the iLRN2026 Strategic Comms team
- Steward the creation of social media/ digital content strategy
 - Working closely with the Local Hosts to showcase local culture & content
 - Working closely with the virtual campus team to showcase the global culture & content
 - Works with the Awards Chair to build a solid engaging and persistently visible Awards stream of content.
 - Calendar to track posts
- Design, format, disseminate and market conference as whole - link to iLRN ongoing webinars and external happenings
 - Social media channels
 - Track promotion ([social media calendar spreadsheet](#))
 - Speaker promotion
 - Nominee promotion
 - Create template documents for conference - slidedecks, speaker cards, social media graphics (canva iLRN account)
- Instagram @immersivelrn
 - Genevieve@immersivelrn.org
 - Saturn2021 (check pw is current)
- LinkedIn managed page.
 - From ilrn page
 - Dashboard
 - Share page
 - Invite Connections
 - Type name and select
 - To add someone
- Facebook

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