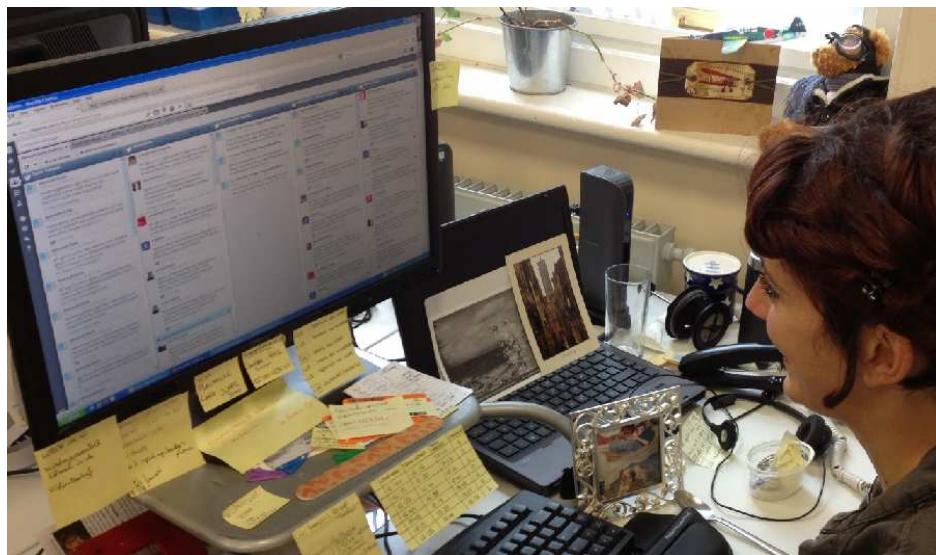




## JOB PROFILE: Social Media Officer

Hi, my name is Regina. I am responsible for delivering the social media profile of the project. I research and put together content for different platforms, including Twitter, Facebook, and WordPress. I coordinate social media contacts from all three of the project Partner Organisations (RCAHMW, RCAHMS, English Heritage). I also use reports and statistics to get an overview of how successful our content is in terms of getting people to visit our website and come along to our events.



On a daily basis, I concentrate on engaging the public and promoting the project. I do this mainly through a lot of research into finding interesting images and information to publish.

### Career path

I am originally from Greece. I came to England to do a BA in English Literature at the University of Newcastle, and an MA in Renaissance Literature at the University of York. Studying English helped me hone my research and writing skills, which means I am now very diligent but quick when researching information, and have a clear and lively writing style.

After Uni I worked in an office for a while. During this time I held several freelance writing jobs, reviewing art exhibitions, theatre, books, and film festivals. I also did a 6-month internship with Oxfam. It was then I discovered I am really passionate about using social media and online platforms to reach people and help them discover interesting information while promoting a cause I really believe in. And now I get to do this every day!

### Pros of being a Social Media person

Social media is never boring! There are always new things to talk about and new people to reach, and the platforms evolve faster than you can keep up with them, so it's a great fun challenge!

### Cons of being a Social Media person

Social media can feel a bit ephemeral ~you might work really hard towards something that is very successful today, but most people would probably have forgotten about it tomorrow.