

## Activities of the GSOC Webmaster

### Description of overall responsibility

The primary responsibility of the Webmaster is the establishment of the GSOC presence on the internet using the latest technologies available. The GSOC Webmaster maintains the GSOC website and social media presence, which represents the public face of the organization which must clearly identify the GSOC mission and cause. For GSOC members, the GSOC website and social media presence is the hub of club information, membership application and renewal, events, trips, photos and provides a communicating “voice” to the GSOC membership.

Due to the constant changing of digital technology, the position of the Webmaster evolves along with the changing face of technology.

### The following activities fall within the responsibilities of the Webmaster:

- Establishment of the website domain name.
- Recommends the selection of website hosting service focusing on security, backup and recovery and regular maintenance services at minimal cost to membership.
- Recommends the selection of the appropriate technology to deliver the GSOC website presence at minimal cost to membership.
- Ensures all components of the website and its interfacing social media services are working correctly and adequately.
- Designs website for ease of use and to increase membership traffic and involvement.
- Updates all website content on a regular basis.
- Keeps the website secure and manages membership access rights.
- Constant “voice” to the GSOC Board of Directors to ensure all postings of events and content is made in a timely fashion involving membership.
- Establishes website links to the Crescent Ski Council, National Ski Council Federation and Sponsors and publishes information and content upon requests by these organizations on the GSOC website.
- Analyzes website traffic and content statistics.
- Debugs and troubleshoots all issues with website performance and content.
- Ensures all website content is viewable and accessible via desktop, tablet and mobile devices.
- Updates the GSOC Social Media content which currently consists of Meetup, Facebook and Twitter.
- Publishes two eNewsletters to GSOC membership each month. Publication of the first eNewsletter occurs the Monday before the Monthly Meeting and includes all events and trips of the current month. Publication of the second eNewsletter occurs two weeks later which includes all upcoming events and trips.
- Establishes and secures all Officer and Director club-assigned Gmail accounts.
- Responds and polices all comments on the website by membership and outside media.