**Permaculture Tasmania – Statement of Duties – Social Media**

**Primary Purpose**

To manage and promote Permaculture Tasmania’s online presence across all social media platforms, ensuring communications reflect the association’s purpose of promoting and advancing the ethics and principles of permaculture in Tasmania, while engaging members and the wider community.

**Key Duties and Responsibilities**

1. **Platforms Managed**
   * [Permaculture Tasmania Facebook Page](https://www.facebook.com/PermacultureTasmania/)
   * Local groups on Facebook:
     1. [Huon locals](https://www.facebook.com/groups/602054186847005/)
     2. [Tamar / Launceston locals](https://www.facebook.com/groups/256774791563857/)
     3. [Eastern Shore/Hobart locals](https://www.facebook.com/groups/333412043942017/)
     4. [Channel locals](https://www.facebook.com/groups/1958754594433396/)
     5. [North West](https://www.facebook.com/groups/578852956181265/)
     6. [Devonport and surrounds](https://www.facebook.com/groups/311288586867728/)
     7. [Northern Midlands](https://www.facebook.com/groups/450702308704504/)
     8. [Meander Valley](https://www.facebook.com/groups/1118130363694930/)
     9. [East Coast / Break O’Day](https://www.facebook.com/groups/629690354072211/)
     10. [Transition Tamar](https://www.facebook.com/TransitionTamar) - A local group of Permaculture Tasmania
   * [Permaculture Tasmania Instagram](https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.instagram.com%2Fpermaculturetasmania%3Figsh%3DMXV0cGVwYzg4Mms4bA%3D%3D&data=05%7C02%7Csuzi.read%40fire.tas.gov.au%7C85fcb465603e4298949308ddee8e6d28%7Ced13a8afa76343dcb114891492b38482%7C0%7C0%7C638929017709637327%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMiIsIkFOIjoiTWFpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=G2gA06XMEpYCfV8QUp%2Fc3cxD4nKzi2GSFTxz8%2F0ztWc%3D&reserved=0) :*@permaculturetasmania*
2. **Content Creation and Promotion**
   * Plan and schedule posts that promote PT’s activities, events, and members.
   * Share permaculture news, research, and relevant updates.
   * Produce content that reflects PT’s values, branding, and tone.
   * Use analytics to measure impact and improve reach.
3. **Community Engagement**
   * Moderate posts and discussions to ensure respectful communication.
   * Respond to messages and inquiries, or refer to the committee as needed.
   * Encourage membership, participation, and collaboration through online engagement.
4. **Alignment with PT’s Purpose**
   * Ensure all online communications align with PT’s mission and rules as listed on facebook.
   * Support PT’s reputation as a positive, inclusive, and innovative association.
   * Collaborate with the committee to ensure content matches strategic priorities.