



PUBLISHING

Appendix A
Social Media Editor, *Functional Plant Biology*

POSITION DESCRIPTION

Reporting to the Editor-in-Chief and a member of the Editorial Board, the Social Media Editor is responsible for promoting *Functional Plant Biology* on Social Media, with the aim of increasing the visibility of the journal and its content, while ensuring its positive perception in the research community as a go-to resource for plant science research.

The position is ideal for someone seeking to contribute to a journal editorial board, who is an enthusiastic communicator and interested in the latest developments in the field of plant science.

Term: two years

Posting schedule: minimum of one post per week

The Role: The Social Media Editor will foster an engaged community of journal followers on BlueSky, which could include current and potential authors and readers, relevant societies and industry groups, universities and research institutions, journalists, policy makers and more. In all communications, the Social Media Editor should adhere to CSIRO's Public Comment Policy <[Public comment policy - CSIRO](#)>.

This is achieved by:

- Using the Social Media account by posting as the professional, friendly, and knowledgeable voice of *Functional Plant Biology* to represent the journal positively to the research community.
- Writing interesting posts which followers will find engaging and shareable to build a vibrant and informative channel.
- Share content such as new issues, online early and most read articles, 'hot topic' papers, call for submissions, journal representation at conferences, awards and prizes, posts welcoming and farewelling Editorial Board members, and other content as advised by the Editorial Board or the Publisher.
- Following relevant accounts and retweeting relevant content.
- Engaging with other Social Media users, especially the journal's authors and their institutions, to foster a feeling of support and community.

Other duties include:

- Responding to questions, comments, and direct messages, in consultation with the Editorial Board or Publisher as needed.
- Managing periods of absence by scheduling content while you are away or organising cover with the Editor in Chief/Editorial Board
- Providing CSIRO Publishing with an annual report including data drawn from BlueSky analytics dashboard.