

Metro East Inferno Female Hockey Association
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May 27, 2026.

Metro East Inferno Female Hockey Association – Social Media Coordinator

The role of **Social Media Coordinator** reports directly to Vice-President Administration (EVA) and is appointed by the Executive Board following the Annual General Meeting each season. Interested candidates should contact the President with expressions of interest, before or immediately following the AGM. The **Social Media Coordinator** shall be responsible for, but not limited to, the following:

- Promote MEIFHA through social media, sharing stories, events and milestones, keeping families informed, and protecting the association's culture.
- Create and share content that:
 - Celebrates player success by sharing tournament updates, game highlights, “Player of the Game” and other player achievements.
 - Celebrates our coaches and volunteers.
 - Recruits new female hockey players by sharing “Learn to Play” opportunities and promoting the game.
 - Encourages continued involvement in Female Hockey through inspirational stories, highlighting the sport and showcasing the lifelong friendships built on the ice.
- Share key dates and reminders such as registration dates, evaluation news, AGM Notices and upcoming events.
- Share storm cancellations, rink closures and/or other sudden schedule changes.
- Recognize sponsors by thanking local businesses.
- Promote association and team level fundraising activities.
- Enforce sportsmanship by monitoring comments to ensure the tone remains positive, respectful and encouraging. Online spaces should reflect the association's code of conduct.
- Engage with users by answering direct messages, responding to comments and resharing posts from parents and teams.
- Attend all Board Meetings (monthly) and Special Meetings (i.e. AGM).
- Administer and uphold the applicable policies and procedures of the Association.
- Report progress, results and concerns to the Board.