



British Geriatrics Society  
Improving healthcare  
for older people

# Deputy Digital Media Editor

## Role Specification 2018

The BGS is seeking a BGS member to take on the honorary position of Deputy Digital Media Editor to work with and support our new Digital Media Editor, Dr James Fisher.

### Outline of role:

The Deputy Digital Media Editor (DDME) will support and deputise for the Digital Media Editor in taking lead responsibility for the content of the BGS blog, Twitter accounts and other digital media streams. S/he will help the Digital Media Editor to support and stimulate relevant staff members (predominantly the Communications, PR & Media Manager and Editorial Manager of *Age and Ageing*, but with other input, as required, from other staff) with regard to their social media activities.

At a practical level this involves:

- As assigned by the Digital Media editor, reading and editing a proportion of blog content prior to posting
- Acting as a second 'authoriser' for digital content to go live, available to staff for discussion of any issues arising
- Moderating comments to the BGS blog – dealing with inappropriate posts on an ad hoc basis
- Actively commissioning new content for the blog, which is cogent to the BGS strategy
- Following the @gerisoc and @age\_and\_ageing Twitter accounts, which are managed by the BGS staff. Advising of any inappropriate content, retweeting judiciously from these accounts to build social authority
- Continuing to build the network of "BGS twitterati", through use of Twitter and by co-ordinating "tweet-ups" at BGS conferences
- Sharing with the Digital Media Editor responsibility for reporting to the BGS Policy and Communications Committee, and guiding the committee on digital issues. (The Committee meets four times a year)
- Acting as a member of the *Age and Ageing* Editorial Board, which meets in March and September each year
- Feeding into BGS strategy development with respect to digital communications

- Contributing to discussions regarding the continuous improvement of the new BGS website.

### **Support for the role:**

Some mentorship will be provided by the Digital Media Editor. BGS's Communications, PR & Media Manager (Marina Mello) and *Age and Ageing* Editorial Manager (Katy Ladbrook) work closely with both the Digital Media Editor and the Deputy on the day-to-day running of the media.

*This is an honorary (unpaid) position, but all reasonable travel expenses will be reimbursed by the BGS. The DME receives free registration for BGS bi-annual Conferences if other sources of funding are unavailable.*

### **Background:**

We are approaching the end of our busiest year ever for Digital Media at the BGS:

- The **BGS blog** (currently, britishgeriatricsociety.wordpress.com), established in 2013, has seen a huge increase in readership over the last few years. On average 13 BGS Blogs are published each month and 4 *Age and Ageing* blogs. Average monthly Blog views are now over 14,000, and average visitors over 9,000. In October 2017, the BGS blog had its best ever performing month since its launch with 21,788 views and 13,867 visitors. In 2017, the BGS Blog received 150,542 views and 94,355 visitors, an increase of 37% compared with 2016. It posts up to three or four times per week and presents a variety of content, ranging from personal reflections on clinical practice, to medical education resources, policy documents and summaries of important articles from *Age and Ageing*. It now represents an important cornerstone of the BGS's media strategy and is involved in roll-out of any new initiative, strategy or guideline. The blog responds rapidly to emerging issues but we have also been able to build-up a bank of 2 months' worth of time non-critical articles, so that a steady stream of media is maintained.
- The BGS has also increased its **Twitter** profile massively, with 13,277 followers for @gerisoc and 9,491 followers for @age\_and\_ageing and these accounts having Klout social authority scores of 62 and 54 respectively. Most importantly, a community of "gerontological twitterati" has started to cluster round the BGS accounts. At the BGS Autumn 2017 Meeting, we received 35 million 'impressions' (potential audience reach of all Tweets).
- The society has started to explore new avenues in social media including Facebook, and a more careful cultivation of our Wikipedia presence and Google profile. We now have an active presence on LinkedIn. A subgroup of staff and officers are developing a plan for making **e-learning** resources available.
- We have been working hard on developing a new BGS website, expected to launch in May 2018.

**Person specification:**

Essential	<ul style="list-style-type: none"><li>• Current member of The British Geriatrics Society.</li><li>• Can commit the necessary time, energy and enthusiasm for the role</li><li>• Accessible to staff – a quick responder</li><li>• Background of writing/blogging</li><li>• Active Twitter presence.</li><li>• Computer-literate and working knowledge of social media</li><li>• Access to computer and internet</li><li>• Experience of using WordPress blog publishing platform, or willingness to acquire working knowledge</li></ul>
Desirable	<ul style="list-style-type: none"><li>• Active contributions to blogging over past year</li><li>• Active Facebook presence</li><li>• Experience of developing e-learning resources</li><li>• Active presence on LinkedIn</li><li>• Interest in current BGS strategy and a feel for where digital media fits within this</li></ul>

Those interested in discussing the role in more detail are invited to contact the Chief Executive, Colin Nee, via [ceo@bgs.org.uk](mailto:ceo@bgs.org.uk)

**The closing date for the receipt of applications (to [committees@bgs.org.uk](mailto:committees@bgs.org.uk) ) in the form of a short expression of interest and tailored CV is midnight on Friday 6 April 2018.**