

# Public engagement

Meaningfully engage external ActSEA supporters through online communication channels.

## Roles and responsibilities

Develop and implement strategies to improve engagement.

- Track and analyse engagement across platforms, and identify gaps in engagement.
- Monitor social media trends across Southeast Asia, focusing on countries that ActSEA is active in.
- Develop, implement, review, and/or improve content strategies to improve engagement.

Manage communications channels.

- Schedule and publish content on communications channels.
- Monitor notifications and follow up on comments and messages.
- Ensure that profile information is up-to-date.

Create content.

- Work with relevant teams to gather content (e.g. quotes, photos, videos, etc.).
- Work with relevant teams to identify content ideas and strategies.
- Copywriting, graphic design, editing, translation, and proofreading.

Develop, implement, review, and/or improve policies, systems, and procedures to:

- Gather content efficiently and ethically (e.g. informed consent, photography, videography).
- Carry out copywriting, editing, translation, and proofreading.
- Design, edit, and finalise graphics and other visual content, and ensure that it is web-accessible.
- Ensure content is up-to-date.
- Ensure that content reflects branding.


Develop capacity of the team to achieve roles and responsibilities:

- Given available resources, work with the HR to recruit team members with the relevant skills or willingness to learn.
- Work with the Finance to budget for personnel and tools.
- Work with the Fundraising to raise funds for personnel and tools.
- Work with Knowledge to equip team members with useful knowledge and skills.

Work with the Legal to keep current on relevant laws and regulations, such as data protection.

Department	<div><div></div>Communications</div>
Purpose	Meaningfully engage external ActSEA supporters through online communication channels.
Status	<div>COMPLETE</div>

### Apps

-  [Welcome to the Public Engagement workspace!](#)