

# EXPERIENCE CHECK LIST

## **Profile: Communication officer – community management**

Please prepare 1-2 pages document and answer the following questions.

### **1. What is your professional experience in building and activating online communities?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- include examples of successful community engagement and tools and technology used to drive community engagement

### **2. What is your professional experience in managing social media presence?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- include examples of successful communication campaigns on social media you have managed

### **3. What is your professional experience in reporting social media analytics (metrics)?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- the tools and indicators you use to evaluate social media campaigns

### **4. What is your professional experience in editing, copywriting and producing content (web, audiovisual, written, infographics) for different platforms and different target audiences?**

Let us know:

- the nature of your work in relation to this task, your specific role and responsibilities
- examples of your work

### **5. What Interreg Europe could do better on social media?**

Let us know:

- what recommendations you have for us
- you can give references to organisations / institutions that are present on social media and inspire your work