

## **Media Relations and Social Media (Meghan Dougherty and Kelly Tabor)**

Assist with all WLA-related projects, including certification applications.

Create the layout for the annual report, including any graphs, charts, and other images.

Help update templates for press releases, letterhead, PowerPoints, newsletters, etc. when needed.

Help facilitate updates to copy, images, and videos on the “Giving Back” portion of the website when needed.

Provide “always on” social media images and copy that can be used year-round, especially related to responsible gaming.

Example:



Assist with planning proceeds and promotional events. Help create Starburst Award posters, plaques, and print/digital layouts.

Help with creating WooBox social media drawings quarterly.

Create campaign-specific social media post images, copy and FB cover photos for Tier-1 campaigns and more.

Example:



Assist with planning and execution of other media-related projects, for example, helping with copy and placement of annual proceeds-centric radio PSAs, Kathie J show segments and Facebook live events, and quarterly social media influencer campaigns.