

## **Appeal**

Shri Saibaba Sansthan Trust is looking for Social Media Specialist, to improve Sansthan's social media presence and engage Sai Devotees.

Sai Devotees practicing as social media consultants who wish to provide consulting services on free/honorary basis to manage Sansthan Social media accounts, shall contact to IT Department of Sansthan. Contact no.02423-258953, mail id-it.office@sai.org.in

### **Sansthan expectations:**

Manage, monitor and identify social media posts which are relevant to Sansthan, Hon. management and Saibaba. Periodically report to Management on the positive and negative posts.

Collaborate with external agencies and implement legal actions on incorrect / negative/illegal posts getting viral and ensure they are getting removed.

Evaluate and implement a social media monitoring product that can monitor the posts in multiple languages as per Sansthan instructions.

Provide recommendations on improving on social media presence, identify negative mentions, engage users, and improve a Sansthan reputation.