

VP of Platforms

The Vice President of Platforms is an elected member of the Board of Directors of Stanford Parents' Club. Ideally, this job could be split with two Co-VP's working to fulfill the many requirements in the realm of social media and other platforms. This split will take place for the first time during the 2023-24 school year. The overarching goal of the VP Platforms is to welcome Stanford parents to our online groups -- at this time, Facebook and Slack -- and support all Parents' Club goals through the platforms. This includes publicizing Parents' Club events, programs, and online offerings, as well as creating community among Stanford parents by answering their questions, offering support where needed, and celebrating our students' milestones.

Tasks Include:

- Setting up and managing the private Facebook pages for each incoming class of parents. Example: "[Stanford Parents' Club - Class Of 2027 for Parents & Guardians](#)" is the newest Facebook page for incoming parents. It joins the Class of 2025 and 2026 pages (which have similar names), the first ones administered by SPC.
- Managing the public facing "Stanford Parents' Club" Facebook page including by sharing other Stanford public content.
- Monitoring all platforms frequently (daily or less) for content, rule infractions, and encouraging support and discussion among parents while gently keeping the discussion positive and moving forward. Maintaining a respectful and inclusive ethos is paramount.
- Sharing positive, appropriate, and informative Stanford news from other sources on the SPC platforms.
- Working with our Registrar to admit parents to Facebook and Slack as quickly and accurately as possible.
- Working with VP Technology on tech issues as they arise
- Working with other board members to publicize their needs on our platforms.
- Recruiting and managing volunteer administrators and hosts from older parents to serve on all Facebook and Slack groups.
- Training volunteers on effective social media development including original posts from volunteers that spark discussion.
- Hosting online events as planned by SPC leadership. For instance, this past year, VP Platforms hosted, with VP Technology, three informal Zoom "coffee chats."
- Attending all Board of Director meetings and General Meetings and other SPC events as available.
- Keeping up to date with developments at Stanford in order to effectively share pertinent news with parents and anticipate questions and concerns before they arise.