

## **AAD PUBLIC SOCIAL MEDIA CORRESPONDENT POSITION DESCRIPTION**

The Social Media Correspondent will serve a 2-year term reporting to the Council on Communications. This position will serve as the face of the Academy's mission to show the public that board-certified dermatologists are the experts for issues concerning skin, hair, and nails.

The position will work with the Academy's social media team to engage the public through an approachable, authentic voice that answers their questions, addresses their concerns, and showcases the kind of knowledge and experience a patient can only get from a board-certified dermatologist.

### **Position role and responsibilities**

#### **Qualifications:**

- Must be a US Fellow member of the American Academy of Dermatology.
  - Those taking the ABD Applied Exam in July 2026 are welcome to apply, with position contingent on passing the board exam.
- Must have strong written and verbal communications skills.
- Must have experience using social media and an active, public Instagram and/or TikTok account.
- Must have experience delivering public-facing dermatology messages on video through social media and/or traditional media.
- Must have a current [Conflict of Interest Disclosure](#) on file with the Academy.
- Must be free of or willing to forego all conflicts of interest, including, but not limited to, social media brand partnerships throughout the duration of the Social Media Correspondent contract.
- Must refrain from mentioning or displaying any brands on personal social media channels for the duration of the contract, even if no advertising relationship is present.
- May not be a current officer or member of the AAD/A Board of Directors or of another specialty society.
- Must be willing to forego running for Academy elected positions for 2 election cycles after the completion of contract.

#### **Role:**

Up to four public social media correspondents will appear regularly in content on the Academy's social media channels, focusing primarily on the public-facing @AADskin accounts. Correspondents will build an engaged followership for the AAD's messages demonstrating dermatologists are the leading experts in the skin, hair, and nails. Correspondents will serve as relatable personalities for our audience, reflecting a warm tone and human voice that speaks to audience members' personal concerns and showcases dermatologists as knowledgeable, caring experts seeking the absolute best outcomes for patients. Correspondents will provide expert insight toward the planning and development of content in alignment with AAD's specialty positioning and public education strategies.

#### **Responsibilities:**

Collaborate with AAD social media team to define, develop, and create social media content in alignment with the Academy's consumer positioning and public education strategies as determined by the Council on Communications. Create and appear in videos at least twice per month for posting to appropriate channels such as Instagram Reels and TikTok as well as other channels as needed.

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Appear in videos on the AAD's YouTube channel, filming the content in-person with the AAD team and video crew. Participate in monthly editorial planning meetings and provide review and feedback on sharable social media content to be posted to AAD's @AADskin feeds. Address trending topics at least once per quarter via Instagram Live, TikTok, reels, or other avenues. Attend social media events at AAD's Annual Meeting including, but not limited to, meetings, receptions, and content filming opportunities. Attend a two-day Correspondent retreat at the AAD's Rosemont office including, but not limited to, content filming, brainstorming, and team collaboration. Regularly engage with @AADskin content including answering audience questions. Adhere to all AAD guidelines for content development and message delivery.

**Honorarium**

\$25,000 annually per correspondent; reimbursement for registration and travel expenses to attend the AAD Annual Meeting and 2-day filming retreat in Rosemont

**Time Commitment:**

9 – 11 hours per month, including participation in mandatory 1-hour monthly brainstorm/planning meetings, development of video content to be posted to AAD social media channels, participation in live events, engaging with AAD social media content, and review of content prior to posting. Travel to AAD's Annual Meeting and filming retreat in Rosemont

A workgroup comprised of relevant Academy member leaders and staff will review all applications, conduct interviews, and select the final candidates.