

GayDays® Social Media Manager

Department: Marketing / Communications

Reports To: GayDays® Executive Producer / Owner

Works Closely With: GayDays® Graphics/Creative Team, Entertainment Creative Director, Reservation & Ticketing Specialist, Mr. GayDays® Leather Producer, Miss GayDays® Producer, VIP Events Producer, Talent & GayDays® Management

Event: GayDays® Orlando

Position Overview

The **GayDays® Social Media Manager** is responsible for building excitement, awareness, engagement, and ultimately **attendance and hotel reservations for GayDays®** through an active, creative, year-round social media presence.

This is not simply a position that posts flyers. The Social Media Manager is expected to create conversations, develop original content, interact with followers, promote GayDays® personalities and events, develop contests and campaigns, conduct live broadcasts, identify trends, and continually find new ways to keep GayDays® visible online.

The Social Media Manager should understand that the primary business objectives of GayDays® social media are to:

Build the GayDays® community. Create excitement. Sell hotel rooms. Sell tickets. Promote events. Increase attendance. Keep guests coming back.

Social Media Platforms

The Social Media Manager must have demonstrated experience managing and creating content for:

- **Facebook**
- **Instagram**
- **X**
- **Bluesky**

Experience with additional platforms such as TikTok, YouTube, Threads, or other emerging social platforms is a plus.

The Manager should continually evaluate emerging platforms and recommend opportunities where GayDays® should establish or expand its presence.

Year-Round GayDays® Promotion

The Social Media Manager is responsible for maintaining an active GayDays® presence throughout the year—not only immediately before the event.

Content should regularly promote:

- GayDays® Orlando
- Host hotel
- Hotel reservations
- Room availability
- Payment plans
- Ticket sales
- VIP opportunities
- Entertainment announcements
- Pool parties
- Theme parties
- Special events
- Red Shirt Day
- Miss GayDays®
- Mr. GayDays® Leather
- Talent
- Sponsors
- Vendors and Expo
- Contests
- Giveaways
- Community activities
- GayDays® history
- Guest experiences
- Upcoming announcements

Content should create a sense that **something is always happening at GayDays®**.

Hotel Reservation Promotion

One of the Social Media Manager's most important responsibilities is helping **fill the GayDays® host hotel**.

The Manager will work with the Reservation & Ticketing Specialist and GayDays® management to promote:

- Available rooms
- Room categories
- Hotel amenities
- Payment-plan opportunities
- Reservation deadlines
- Rate increases
- Limited availability
- Pool-view rooms
- Special offers
- Promotional codes
- Hotel packages
- Reasons to stay at the host hotel
- Benefits of being in the center of GayDays® activities

The Social Media Manager should understand reservation pace and adjust promotional activity when additional hotel-room promotion is needed.

Ticket & Event Promotion

The Social Media Manager will create campaigns around individual GayDays® events rather than relying exclusively on general weekend advertising.

This includes promoting:

- Entertainment events
- Pageants and competitions

- Drag events
- Bingo
- Game shows
- Karaoke
- Comedy
- Pool parties
- Theme nights
- VIP experiences
- After-dark programming
- Ticketed events
- New experiences
- Other approved GayDays® programming

Major events should have a planned promotional cycle including **announcement, explanation, reminders, urgency, and final call-to-action.**

Content Creation

The Social Media Manager is expected to create original, engaging content appropriate for each platform.

Content may include:

- Posts
- Captions
- Stories
- Reels
- Short-form videos
- Polls
- Questions
- Countdown posts
- Throwback content

- Behind-the-scenes content
- Talent spotlights
- Guest testimonials
- Event previews
- Interviews
- Live videos
- Contests
- Giveaways
- Reservation reminders
- Ticket reminders
- Community posts
- Interactive content
- User-generated content

Not every post should feel like an advertisement. The Manager should create content that people **want to comment on, share, repost, and discuss.**

Social Media Content Calendar

The Social Media Manager will develop and maintain a **year-round social media content calendar.**

The calendar should include:

- Planned posting dates
- Platforms
- Events being promoted
- Reservation campaigns
- Ticket campaigns
- Contest dates
- Talent announcements
- Sponsor commitments

- Important deadlines
- Live broadcasts
- Holiday opportunities
- Countdown campaigns
- Major GayDays® announcements

Posting frequency should increase as GayDays® approaches.

The Manager should coordinate the calendar with GayDays® leadership so important announcements are properly timed.

Contests & Giveaways

The Social Media Manager will create, administer, and maintain approved **social media contests and giveaways** designed to increase engagement and awareness.

Responsibilities include:

- Develop contest concepts.
- Establish approved rules.
- Determine entry periods.
- Promote contests.
- Track participation.
- Select or coordinate winner selection according to published rules.
- Announce winners.
- Coordinate prize fulfillment.
- Maintain records of winners.
- Ensure promotions follow applicable platform requirements and GayDays® policies.

Contests should have a clear marketing objective, such as increasing followers, shares, email sign-ups, reservations, engagement, or event awareness.

Miss GayDays® Social Media Support

The Social Media Manager will work with the **Miss GayDays® Producer and titleholder** to maintain and grow the Miss GayDays® social media presence.

Responsibilities may include:

- Assist with content planning for Miss GayDays® Facebook and other approved accounts.
- Promote contestant registration.
- Introduce contestants.
- Promote the competition.
- Highlight the reigning Miss GayDays®.
- Promote appearances and community involvement.
- Cross-promote content through the main GayDays® channels.
- Help maintain consistent GayDays® branding and messaging.

Mr. GayDays® Leather Social Media Support

The Manager will similarly assist the **Mr. GayDays® Leather Producer and titleholder** with their social media presence.

This may include:

- Contestant recruitment.
- Contestant introductions.
- Competition promotion.
- Titleholder appearances.
- Community-service activities.
- Leather-community events.
- Fundraising activities.
- International Mr. Leather preparation and participation when appropriate.
- Cross-promotion through GayDays® accounts.

The Social Media Manager should help both title programs remain visible throughout the year rather than only during GayDays® Weekend.

Building Momentum

A central responsibility of this position is to create and maintain **momentum for GayDays®**.

The Manager should develop campaigns that progressively build excitement as the event approaches.

This may include:

- "Something big is coming" teasers.
- Entertainment reveals.
- Talent announcements.
- Room inventory updates.
- Ticket launch announcements.
- Countdown campaigns.
- Behind-the-scenes planning.
- Event previews.
- Contestant announcements.
- Sponsor reveals.
- Flashbacks to previous years.
- Guest testimonials.
- "Who's coming?" engagement posts.
- Last-chance reservation campaigns.

The goal is for GayDays® to feel increasingly active and exciting online as event week approaches.

Facebook & X Live Sessions

The Social Media Manager will coordinate and conduct **Facebook Live and X live/audio sessions** when appropriate.

Live programming may include:

- GayDays® updates.
- Entertainment announcements.

- Q&A sessions.
- Interviews with performers.
- Interviews with producers.
- Miss GayDays® appearances.
- Mr. GayDays® Leather appearances.
- Contestant introductions.
- Hotel tours.
- Behind-the-scenes updates.
- Event-week broadcasts.
- Special announcements.

The Manager should prepare topics and questions before broadcasts so live sessions are organized while still feeling spontaneous and engaging.

Graphics & Creative Coordination

The Social Media Manager will work closely with the **GayDays® graphics/creative person or team** for graphics needed for social media campaigns.

Responsibilities include:

- Request graphics with adequate lead time.
- Provide correct event names, dates, times, prices, and promotional information.
- Specify platform dimensions or formats when necessary.
- Review graphics for accuracy before posting.
- Maintain consistency with GayDays® branding.
- Coordinate revisions when information changes.
- Avoid creating unnecessary last-minute graphic requests through proper planning.

Video & Visual Content

The Manager should actively develop visual content rather than relying entirely on static promotional graphics.

This may include:

- Short videos
- Reels
- Interviews
- Venue tours
- Hotel-room tours
- Pool-area previews
- Behind-the-scenes clips
- Performer messages
- Contestant videos
- Countdown videos
- Guest reaction videos
- Live-event clips

During GayDays® Weekend, the Manager should capture or coordinate content that can be used to promote **both the current event and the following year's GayDays®**.

Community Engagement

Social media should be a conversation.

The Social Media Manager is expected to:

- Respond to appropriate comments.
- Answer routine questions.
- Encourage conversations.
- Like and acknowledge guest posts.
- Repost appropriate guest content.
- Encourage guests to tag GayDays®.
- Engage with performers, sponsors, contestants, vendors, and community partners.
- Participate appropriately in relevant LGBTQ+ online conversations.
- Encourage former guests to share memories and photos.

Questions involving reservations, payments, refunds, legal issues, complaints, or sensitive matters should be directed to the appropriate GayDays® team member.

Influencer & Content Creator Outreach

The Social Media Manager should help identify and develop relationships with **LGBTQ+ influencers, content creators, nightlife personalities, travel creators, and other individuals who may help expand GayDays® reach.**

Responsibilities may include:

- Identify potential creators.
- Invite approved creators to participate.
- Coordinate promotional opportunities.
- Provide approved event information.
- Encourage use of promotional links or codes when applicable.
- Track promotional activity.
- Encourage creators attending GayDays® to produce and share content.

Any complimentary rooms, tickets, VIP access, or financial arrangements must receive appropriate management approval.

User-Generated Content

The Social Media Manager should encourage guests to help tell the GayDays® story.

This includes:

- Creating event hashtags.
- Encouraging tagging.
- Requesting permission when necessary to reuse guest content.
- Sharing appropriate guest photos and videos.
- Highlighting memorable GayDays® moments.
- Encouraging attendees to post about their upcoming trip.
- Creating campaigns that encourage guests to share previous GayDays® memories.

Social Listening & Reputation Management

The Social Media Manager should monitor online conversations involving GayDays®.

Responsibilities include:

- Monitor tags and mentions.
- Identify guest questions.
- Identify misinformation.
- Monitor significant complaints.
- Recognize positive feedback.
- Alert management to developing issues.
- Correct factual misinformation when appropriate.
- Avoid arguments or hostile exchanges from official GayDays® accounts.

Sensitive complaints or potentially damaging issues should be brought to management before responding whenever practical.

Paid Social Advertising

When approved budgets are available, the Social Media Manager may coordinate or manage **paid social media advertising**.

Campaigns may focus on:

- Hotel reservations.
- Ticket sales.
- Geographic markets.
- Retargeting interested guests.
- Previous attendees.
- LGBTQ+ travel audiences.
- Specific events.
- Contestant recruitment.
- Last-minute attendance.

Advertising performance should be monitored so GayDays® understands whether paid campaigns are generating meaningful results.

Analytics & Performance Reporting

The Social Media Manager should use platform analytics to determine what content actually works.

Metrics may include:

- Followers.
- Reach.
- Impressions.
- Engagement.
- Shares.
- Comments.
- Video views.
- Link clicks.
- Website traffic.
- Reservation-link clicks.
- Ticket-link clicks.
- Promotional-code usage.
- Contest participation.
- Growth by platform.

The Manager should provide periodic reports to GayDays® management and use results to improve future content.

The goal is not simply to gain followers. **Social media should contribute to reservations, ticket sales, attendance, and long-term GayDays® loyalty.**

Event-Week Social Media

During GayDays® Weekend, the Social Media Manager becomes an active part of live event operations.

Responsibilities include:

- Post daily schedules.

- Promote events happening that day.
- Announce appropriate schedule changes.
- Create real-time content.
- Conduct live broadcasts.
- Capture photos and video.
- Promote upcoming events.
- Highlight talent and guests.
- Share appropriate behind-the-scenes content.
- Encourage guests to attend events.
- Monitor guest questions.
- Coordinate urgent information with management.

Content should demonstrate the excitement of GayDays® while encouraging guests onsite to participate and giving people watching from home a reason to attend the following year.

Content & Brand Standards

The Social Media Manager must protect the GayDays® brand.

The Manager should:

- Maintain consistent GayDays® branding.
- Verify dates, times, prices, locations, and links before posting.
- Respect copyright and content ownership.
- Obtain appropriate permissions when required.
- Respect guest privacy.
- Follow GayDays® photography and video policies.
- Never post confidential business information.
- Never disclose private guest information.
- Avoid posting rumors or unconfirmed entertainment announcements.
- Obtain approval before announcing major talent, policy, pricing, or event changes.

- Maintain appropriate access and security for GayDays® social media accounts.

Crisis & Sensitive Communications

The Social Media Manager should never independently speculate during an emergency or significant controversy.

For matters involving safety incidents, event cancellations, legal concerns, major guest complaints, hotel emergencies, or other sensitive situations, the Manager should coordinate messaging with the **Executive Producer / Owner** before publishing official statements whenever circumstances allow.

Accuracy should always take priority over being the first account to post.

Professional Conduct & Attitude

The Social Media Manager is one of GayDays®' most visible representatives and is expected to maintain a **positive, energetic, welcoming, and professional attitude**.

The Manager should:

- Be an enthusiastic advocate for GayDays®.
- Speak positively about the event.
- Treat followers respectfully.
- Avoid arguments from official accounts.
- Promote an inclusive environment.
- Support GayDays® talent, titleholders, producers, sponsors, and partners.
- Maintain confidentiality regarding internal matters.
- Bring concerns directly to management.
- Understand that activity from official GayDays® accounts represents the organization.

Qualifications & Expectations

The ideal Social Media Manager should demonstrate:

- **Required experience with Facebook, Instagram, X, and Bluesky.**
- Strong social media writing skills.
- Experience managing business, brand, nightlife, hospitality, or event accounts.

- Ability to create engaging original content.
- Experience with short-form video and live content.
- Understanding of social media analytics.
- Strong knowledge of hashtags, trends, tagging, and platform-specific practices.
- Strong organizational and content-planning skills.
- Ability to manage multiple social accounts.
- Experience building social media campaigns.
- Strong communication skills.
- Understanding of LGBTQ+ audiences and culture.
- Ability to work independently.
- Ability to respond quickly when event information changes.
- Comfort appearing on camera or conducting live interviews.
- Ability to maintain professionalism when dealing with negative comments or criticism.

Experience promoting **large events, festivals, Pride events, nightlife, hotels, travel, entertainment, or LGBTQ+ organizations** is strongly preferred.

Standard of Success

A successful GayDays® Social Media Manager should make it difficult for someone who follows LGBTQ+ travel, nightlife, entertainment, or events **not to know GayDays® is happening.**

Followers should see GayDays® frequently without feeling like they are seeing the same advertisement repeatedly. They should learn about the hotel, discover events, meet performers, interact with titleholders, participate in contests, watch live broadcasts, see other guests having fun, and feel that they are missing something if they are not attending.

Ultimately, the Social Media Manager should be able to demonstrate that social media is helping GayDays®:

Grow its audience. Build its community. Fill the hotel. Sell tickets. Promote its events. Create excitement. And bring guests back year after year.