TYL Editorial Board Training
June 16–17, 2017

Associate Editor Subject Area Teams

- Social Media Team
  o Responsible for ensuring that TYL content appears on social media.
  o Works with Communications Director to develop and promote further social media engagement.
  o Tracks social media statistics.
  o Determines whether and how TYL needs additional online/social media content.

- Conference Liaison Team
  o Responsible for communicating with conference teams concerning upcoming conference topics and speakers.
  o Ensures that there is conference-related content in print and/or online editions at or around the time of YLD conferences.
  o Develop literature for conference speakers concerning TYL and publishing opportunities (?)

- Unsolicited Article/Author Team
  o Tracks all unsolicited author and article ideas that are sent to TYL
  o First approval/disapproval of proposed articles/authors
  o Communicates with unsolicited authors to acknowledge receipt of unsolicited articles/offers to write, and to inform the authors as to time-frames for responses, TYL author guidelines, etc.
  o Maintains database of unsolicited authors, and the areas in which the authors are interested in writing.