**Web Editor Application**

Fall 2017

The Web Editor will be responsible for managing one or two other students to post newspaper content over the course of the week. Content shall be posted consistently on social media platforms (Facebook, Twitter, Instagram), as well as other online avenues that may arise. In addition to managing two other students, the Web Editor themselves will be expected to post links to Wire articles, as well as other relevant campus news issues or information about *The Wire* as an organization, to Facebook and Twitter at least twice a day, on Instagram once a day.

Part of the position’s goal is to better integrate *The Wire* into the Whitman and Walla Walla community by helping publicize campus events/programs through online media. They will also be on the lookout for ways to better incorporate *The Wire* into campus and community life, and will be encouraged to plan and begin initiatives to better accomplish this.

The Web Editor is responsible for making article on whitmanwire.com look and feel aesthetically engaging. This means uploading photos and illustrations to corresponding articles, embedding videos, cross-linking articles related to one another, and attaching appropriate thumbnails. Additionally, the Web Editor is also responsible for making a weekly analytic reports of our social media reach and article views, ultimately to help writers produce relevant and engaging content. Lastly, the Web Editor should be adaptable and ready for long term projects, such as implementing Whitman events calendar into the website.

Approximate time commitment per week: 10 hours

Below are some application questions. Write as much or as little as desired, and **please submit to** [**wire@whitman.edu**](mailto:wire@whitman.edu) **by midnight on *Monday,* *May 1st.***

**Application questions**

1. Why do you want to work for the Wire?
2. Why goals do you have as Web Editor?
3. What experience do you have in fostering engagement online, be it through personal Facebook statuses, making YouTube videos, or having a blog?
4. Please describe your ability to meet deadlines and work under pressure.
5. [Here](http://whitmanpioneer.com/arts/2015/12/03/kwcw-show-of-the-week-cosmic-dread-radio/) is a link to an article from Issue 12, part of the Arts & Entertainment series ‘KWCW Show of the Week.’ Write the twitter post (140 characters) that you’d use to accompany this article, and the Facebook post of 1-2 sentences that would go alongside the link.
6. Tell us about your fall semester. What other things do you foresee yourself being involved with? (sports, heavy courseload, other activities/jobs, etc.)