

Position Description Form (PDF)

College: Sir Sandford Fleming

Incumbent's Name: VACANT

Position Title: Social Media Officer

Payband: H

Position Code/Number (if applicable): S00510

Scheduled No. of Hours _____ 35 _____

Appointment Type: 12 months less than 12 months

Supervisor's Name and Title: Director, Marketing, Recruitment & Communications

Completed by: Chris Jardine

PDF Date: July 26, 2023

Signatures:

Incumbent:
(Indicates the incumbent has read and understood the PDF)

Date:

Supervisor:

Date:

Instructions for Completing the PDF

1. Read the form carefully before completing any of the sections.
2. Answer each section as completely as you can based on the typical activities or requirements for the position and not on exceptional or rare requirements.
3. If you have any questions, refer to the document entitled "A Guide on How to Write Support Staff Position Description Forms" or contact your Human Resources representation for clarification.
4. Ensure the PDF is legible.
5. Responses should be **straightforward and concise using simple factual statements.**

Position Summary

Provide a concise description of the overall purpose of the position.

Reporting to the Director of Marketing, Recruitment and Communications, the Social Media Officer is responsible for:

- Creating and implementing strategies to expand the College's profile through current and emerging social media channels/platforms such as Facebook/Twitter/Instagram/LinkedIn/Snapchat/YouTube/TikTok.
- Developing creative and original ideas that reflect the College's strategic plan and aligned with the Social Media Strategy.
- Building a positive image of the College in online communities, locally, provincially, nationally and increasingly, globally.
- Working with faculty and service areas College-wide to provide counsel on social media strategies and tactics.
- Researching industry trends in the areas of print, social media and web marketing.
- Providing back-up to the Communications Officer on media relations and crisis communications issues.

Duties and Responsibilities

Indicate as clearly as possible the significant duties and responsibilities associated with the position. Indicate the approximate percentage of time for each duty. Describe duties rather than detailed work routines.

	Approximate % of time annually*
<p><u>Social Media Presence</u></p> <ul style="list-style-type: none"> • Creates, implements, and analyzes effectiveness of social media activities (e.g. Facebook, Twitter, YouTube, Pinterest and new and emerging sites) to increase traffic and engagement on social media and build a positive online image of the College. • Develops high-quality and engaging social media content for all active platforms, including creating compelling copywriting, taking original photography, post-editing of photography, sourcing stock imagery, creating graphical elements, and taking and editing video footage; ensure all messaging and tone-of-voice is in line with the College brand; manage social content calendar to ensure platforms are regularly scheduled with a steady flow of content; engage with the social community in the form of likes, comments, sharing, and responding to both positive and negative reviews, in order to build meaningful connections, while encouraging positive action (i.e. click, like, share, etc.) • Monitors College social media sites and responds to inquiries on social media sites as College spokesperson or obtains information and briefs other appropriate staff members to respond to online community queries. • Monitors social media issues in the external environment to identify, assess and prepare for any negative impact on the College's image. • Create and monitor effective benchmarks for measuring impact of social media programs; analyze, review and report on effectiveness of campaigns in an effort to maximize results. Monitor and measure social media campaigns and budget spend, with a focus on testing and optimization; review previous-related campaign results, using outcomes to advise direction of future campaigns on areas such as copywriting, asset selection and platform mix, in an effort to maximize results; provide social metrics and analysis to internal stakeholders on a variety of projects, in order to support specific, departmental-based performance goals. • Advise on how to utilize and incorporate new and emerging social media trends and technologies. • Oversee social media digital photo collection (ensuring permissions are received, taking photographs, cataloguing, preparing photos for publication). • Craft creative, concise and compelling copy to capture the client's attention, while adhering to rapidly-changing industry best practices; become subject-matter experts on niche topics (i.e. areas of study), by utilizing strong research skills to communicate key messaging; assist with the development of creative slogans, taglines, headlines, billboard and related ad copy for both the Marketing team and other departments, centres and academic schools. • Oversees work of students hired to assist with social media. 	<p>60%</p>

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<p>Marketing & Communications</p> <ul style="list-style-type: none"> • Works with the Marketing team to fully integrate social media with overall marketing strategies, campaigns and tactics. • Assists leaders, faculty and service areas across the College in understanding social media and developing or enhancing their own social media practices/strategies. • Provides back-up media and internal communications support for the Communications Officer role. • Adheres to Brand Identity Standards with all graphics selected and developed. Manages and prioritizes appropriate coverage of College events, activities, and student life by assigning social media correspondents, partners, agencies, or related entities. Coordinate dates, times, and locations, in addition to providing pertinent information and/or background material. Uses data and analytics (such as Facebook Audience Insight PowerBI Fleming Dashboard, Sprout Social, and relevant industry research to determine appropriate platform spend, platform mix, campaign length, copy and creative; optimize campaigns and draw conclusions based on reporting metrics to adjust in-market campaigns to effectively meet business goals; create reporting metrics to advise on the success of current campaigns and help guide future marketing initiatives for stakeholders. 	35%
Other related duties as assigned	5%

* To help you estimate approximate percentages:

½ hour a day is 7%

1 hour a day is 14%

1 hour a week is 3%

½ day a week is 10%

½ day a month is 2%

1 day a month is 4%

1 week a year is 2%

1. Education

A. Check the box that best describes the **minimum** level of **formal** education that is required for the position and specify the field(s) of study. Do not include on-the-job training in this information.

Up to High School

1 year certificate

2 year diploma

Trade certification

3 year diploma / degree

4 year degree or 3 year diploma / degree plus professional certification

Post graduate degree (e.g. Masters) or 4 years degree plus professional certification

Doctoral degree

Field(s) of Study:

New Media, Public Relations, Journalism, or Communications.

B. Check the box that best describes the requirement for specific course(s), certification, qualification, formal training or accreditation in addition to and not part of the education level noted above and in the space provided specify the additional requirement(s). Include only the requirement that would typically be included in the job posting and would be acquired prior to the commencement of the position. Do not include courses that are needed to maintain a professional designation.

No additional requirements

Additional requirements obtained by course(s) of a total of 100 hours or less

Additional requirements obtained by course(s) of a total between 101 and 520 hours

Additional requirements obtained by course(s) of a total of more than 520 hours

2. Experience

Experience refers to the minimum time required in prior position(s) to understand how to apply the techniques, methods and practices necessary to perform this job. This experience may be less than experience possessed by the incumbent, as it refers only to the minimum level required on the first day of work.

Check the box that best captures the typical number of year of experience, in addition to the necessary education level, required to perform the responsibilities of the position and, in the space provided, describe the type of experience. Include any experience that is part of a certification process, but only if the work experience or on-the-job training occurs after the conclusion of the educational course or program.

Less than one (1) year

Minimum of one (1) year

Minimum of two (2) years

Minimum of three (3) years

- Intensive, focussed experience using social media platforms and managing online communities.
- Experience researching and analyzing complex information and using oral and written communication skills and critical thinking skills.
- Experience in a fast-paced deadline-driven environment which requires the ability to work under pressure in order to deal with multiple conflicting priorities.
- Strong writing and editing ability, with a focus on digital materials.
- Using social advertising platforms: Facebook Business Manager, Twitters Ads, LinkedIn ads.
- Creating unique and compelling content for social media, experience with social media content management systems such as Sprout Social.
- Experience in monitoring, optimizing campaigns and providing effective reports with actionable recommendations.
- Utilizing Adobe Photoshop, InDesign, Illustrator, Premiere Pro, After Effects is preferred.

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Minimum of five (5) years

Minimum of eight (8) years

3. Analysis and Problem Solving

This section relates to the application of analysis and judgement within the scope of the position.

The following charts help to define the level of complexity involved in the analysis or identification of situations, information or problems, the steps taken to develop options, solutions or other actions and the judgement required to do so.

Please provide up to three (3) examples of analysis and problem solving that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring	
Key issue or problem encountered.	Front line person responsible for social media and online communities, which often call for an immediate, diplomatic and detailed response to issues that may be of a sensitive nature.
How is it identified?	Online posts on Facebook, Twitter or via email.
Is further investigation required to define the situation and/or problem? If so, describe.	Yes. Very quickly gathers information from a variety of sources both online and within the College. Considers technical and communications issues and investigates third party (or other educational institutions) responses to similar situations where possible to formulate an appropriate response and coordinate an appropriate spokesperson if required.
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Critical thinking is required as decisions may involve controversial or sensitive issues. Circumstances may be changing at a fast pace and there may be no precedent. The incumbent must determine who should respond and how much information can be released.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	The Senior Management Team, faculty and staff, students, past practices, college policy/guidelines, government legislation (Freedom of Information Act).

3. Analysis and Problem Solving

#2 regular & recurring

Key issue or problem encountered	Generating online interest about College programs or services to build a positive image of the College and increase traffic to the College's website and social media channels.
How is it identified?	<p>Researching potential social media promotional opportunities, both paid services and free channels. Assessing recent examples from Facebook, Twitter, and others in the education sector.</p> <p>Information gathered from members of the marketing team, leaders and faculty.</p>
Is further investigation required to define the situation and/or problem? If so, describe.	<p>Yes. Gathers information in a timely manner and consults with Manager, Digital Marketing & Creative Services or other clients within the College.</p> <p>Since this information is distributed for public distribution, understandability, accuracy and timeliness are all critical.</p>
Explain the analysis used to determine a solution(s) for the situation and/or problem.	Awareness and understanding of social media to determine the best potential option for promotion/dissemination. Considers suitability of options with respect to target market profiles, markets segments, geography and various technical platforms.
What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).	<p>Senior management, faculty and staff.</p> <p>College policies referencing student behaviour and social media.</p> <p>Online resources.</p> <p>Industry best practices</p>

#3 regular & recurring

Key issue or problem encountered	A request for assistance from faculty or service areas in developing a new social media presence.
How is it identified?	Need expressed by client.
Is further investigation required to define the situation and/or problem? If so, describe.	<p>Yes. Interviews with clients, examination into their needs and requirements, and the development of an appropriate strategy to address them.</p> <p>Research on similar applications in social media</p>

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Analyze appropriateness of various social media platforms for meeting client's requirements. (Facebook, Twitter, YouTube etc.) Recommend content and plan for management of site/page. May write or photograph new content to start process.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Online research on new tools/techniques.
Marketing team, past practices, established standards/guidelines, best practices at other institutions.

3. Analysis and Problem Solving

#1 occasional (if none, please strike out this section)

Key issue or problem encountered

Crisis Communications

How is it identified?

Tragic or extraordinary event necessitates an immediate and appropriate social media strategy

Is further investigation required to define the situation and/or problem? If so, describe.

Yes. As a member of the Traumatic Event Response Team (TERT) it requires liaising with the communications officer, senior management, TERT coordinator or external emergency services personnel to obtain as much information as possible on the situation.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

Need speed and sensitivity in determining the appropriate response and how much information can be released at what time.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

Crisis communications checklist, TERT policy, past precedents, members of the College community.

#2 occasional (if none, please strike out this section)

Key issue or problem encountered

How is it identified?

Is further investigation required to define the situation and/or problem? If so, describe.

Explain the analysis used to determine a solution(s) for the situation and/or problem.

What sources are available to assist the incumbent finding solution(s)? (eg. past practices, established standards or guidelines).

4. Planning/Coordinating

Planning is a proactive activity as the incumbent must develop in advance a method of acting or proceeding, while coordinating can be more reactive in nature.

Using the following charts, provide up to three (3) examples of planning and/or coordinating that are regular and recurring and, if present in the position, up to two (2) examples that occur occasionally:

#1 regular & recurring

List the project and the role of the incumbent in this activity.

Development of social media plans and strategies.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Planning involves consultation, research, development, implementation and coordination between leaders, faculty, departments and/or schools and social media officer.
Ability to stay on task and meet established deadlines.
Diplomacy, strong interpersonal skills, writing/editing skills.

List the types of resources required to complete this task, project or activity.

Members of the College community.
Online research
Established standards and guidelines.
Best practices of other institutions.

How is/are deadline(s) determined?

Deadlines are determined Manager, Digital Marketing & Creative Services.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Manager, Digital Marketing & Creative Services, academic or service area leaders.

4. Planning/Coordinating

#2 regular & recurring

List the project and the role of the incumbent in this activity.

Develops, plans and implements metrics and reports for measurement of social media channel reach and effectiveness.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Requires familiarity with existing measurement tools available and requires ability and aptitude to research, learn and implement new tools.
Advises on structure, frequency, cost and set-up of reporting.
Seeks input from academic and service area leaders on processes.
Technical knowledge in assessing tool and working with Web and IT personnel in implantation.
Diplomacy, strong interpersonal skills, writing/editing skills.

List the types of resources required to complete this task, project or activity.

Some online best practices are available. Most material is new and emerging.

How is/are deadline(s) determined?

Deadlines are determined by the Manager, Digital Marketing & Creative Services and the Social Media Officer.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Manager, Digital Marketing & Creative Services, and the Social Media Officer

4. Planning/Coordinating

#1 occasional (if none, please strike out this section)

List the project and the role of the incumbent in this activity.

Researches new social media tools and platforms and makes recommendations for further assessment/implementation.

What are the organizational and/or project management skills needed to bring together and integrate this activity?

Research.
Knowledge of College's strategic target markets and plans. Ability to objectively assess risk, costs, market potential.
Diplomacy, strong interpersonal skills, writing/editing skills.

List the types of resources required to complete this task, project or activity.

Limited information may be available.
Primarily online research.
Other members of the marketing team
Online communities

How is/are deadline(s) determined?

Deadlines set by Manager, Digital Marketing & Creative Services, members of the College community and the Social Media Officer.
Deadlines set based on workplans, budgets, market need.

Who determines if changes to the project or activity are required? And who determines whether these changes have an impact on others? Please provide concrete examples.

Senior management, College community, the Social Media Officer.
e.g. Recommendation to proceed with a new platform may change if competitive option emerges. (which happens frequently)

5. Guiding/Advising Others

This section describes the **assigned responsibility** of the position to guide or advise others (e.g. other employees, students). Focus on the actions taken (rather than the communication skills) that directly assist others in the performance of their work or skill development.

Though Support Staff cannot formally "supervise" others, there may be a requirement to guide others using the incumbent's job expertise. This is beyond being helpful and providing ad hoc advice. It must be an assigned responsibility and must assist or enable others to be able to complete their own tasks.

Check the box(es) that best describe the level of responsibility assigned to the position and provide an example(s) to support the selection, including the positions that the incumbent guides or advises.

Regular & Recurring	Occasional	Level	Example
X	<input type="checkbox"/>	Minimal requirement to guide/advise others. The incumbent may be required to explain procedures to other employees or students.	Student workers
X	<input type="checkbox"/>	There is a need for the incumbent to demonstrate correct processes/procedures to others so that they can complete specific tasks.	Social Media training for College faculty staff and leaders. Usually in an informal, one on one or small group setting.
X	<input type="checkbox"/>	The incumbent recommends a course of action or makes decisions so that others can perform their day-to-day activities.	Guide and advise College staff on how to set-up and manage an ongoing social media presence.
<input type="checkbox"/>	<input type="checkbox"/>	The incumbent is an active participant and has ongoing involvement in the progress of others with whom he/she has the responsibility to demonstrate correct processes/procedures or provide direction.	
<input type="checkbox"/>	X	The incumbent is responsible for allocating tasks to others and recommending a course of action or making necessary decisions to ensure the tasks are completed.	Oversees work of students hired to assist with College's social media activities; provides expertise regarding social media and follows up to ensure completion of assigned tasks

6. Independence of Action

Please illustrate the type of independence or autonomy exercised in the position. Consideration is to be given to the degree of freedom and constraints that define the parameters in which the incumbent works.

What are the instructions that are typically required or provided at the beginning of a work assignment?

Regular and Recurring

Incumbent may initiate a project and then would meet with clients/partners to discuss objectives and develop a plan to accomplish the project.

Alternatively, Manager, Digital Marketing & Creative Services, or internal clients may initiate the project and contact incumbent to coordinate and implement a project or arrange an event.

Occasional (if none, please strike out this section)

What rules, procedures, past practices or guidelines are available to guide the incumbent?

Regular and Recurring

Freedom of Information legislation, ministry directives, College policy manuals, online references.

Writing samples from other social media sites, articles, blogs, and other online research.

Occasional (if none, please strike out this section)

Police or Fire Department policy may provide guidelines for specific instances involving media relations during crisis communications.

How is work reviewed or verified (eg. feedback from others, work processes, Supervisor)?

Regular and Recurring

Work that is for publication is reviewed with the College communications team, the College President, or with key spokesperson involved on a particular issue or if it is of a complex nature, to make sure the message is conveyed and that technical or complicated information is accurate and comprehensible.

Work in progress is usually completed autonomously.

Occasional (if none, please strike out this section)

Strategic communications projects may be reviewed by reports, e-mail or by discussion, while the work is in progress or upon completion, depending upon the need for consultation or advice.

6. Independence of Action

Describe the type of decisions the incumbent will make in consultation with someone else other than the Supervisor?

Regular and Recurring	Occasional (if none, please strike out this section)
Review program-specific or service area-specific content with faculty, staff, leaders or marketing team prior to release/posting.	

Describe the type of decisions that would be decided in consultation with the Supervisor.

Regular and Recurring	Occasional (if none, please strike out this section)
Highly sensitive responses to online posts or inquiries.	

Describe the type of decisions that would be decided by the incumbent.

Regular and Recurring	Occasional (if none, please strike out this section)
<p>The creation of effective social media activities.</p> <p>Responses to common, recurring or non-sensitive inquiries.</p> <p>Initiative is also required to determine whether to deal with an issue personally, or to refer it to another College spokesperson.</p>	

7. Service Delivery

This section looks at the service relationship that is an assigned requirement of the position. It considers the required manner in which the position delivers service to customers. It is not intended to examine the incumbent's interpersonal relationship with those customers and the normal anticipation of what customers want and then supplying it efficiently. It considers how the request for service is received and the degree to which the position is required to design and fulfil the service requirement. A "customer" is defined in the broadest sense as a person or groups of people and can be internal or external to the College.

In the table below, list the key service(s) and its associated customers. Describe how the request for service is received by the incumbent, how the service is carried out and the frequency.

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Information on the service		Customer	Frequency (D, W, M, I)*
How is it received?	How is it carried out?		
Requests/response to social media issues (from media or internal clients seeking advice)	Respond to or initiate phone calls, emails, posts or tweets	Leaders, faculty, services areas and students	D
Social media content creation. Client wishes to expand social media presence, but has no content appropriate for the channel	Create tailored content for clients: Compile, write, photograph and capture video, edit posts/stories/tweets for social media sites	The College community	D
Email/phone inquiries	Respond personally or forward to the appropriate person to respond	Students, prospective students, members of the public	W
Media relations	Backup to Communications Officer during absences/vacation	College community, senior management team, members of the media, General public	I

* D = Daily W = Weekly M = Monthly I = Infrequently

8. Communication

In the table below indicate the type of communication skills required to deal effectively with others. Be sure to list both verbal (e.g. exchanging information, formal presentations) and written (e.g. initiate memos, reports, proposals) in the section(s) that best describes the method of communication.

Communication Skill/Method	Example	Audience	Frequency (D, W, M, I)*
Exchanging routine information, extending common courtesy	Coordination of content for social media distribution	General Public College Community	D
	Responding to social media inquiries/posts		D
Explanation and interpretation of information or ideas	Advice on social media issues and works to reach agreement on message to be conveyed; information may be confidential	College President and Senior Management Team as well as faculty, staff and students	W
	Coordination of social media relation activities, research; advises and explains how social media communities (or mainstream media) will approach the issue and anticipate media questions on the issues		W
Imparting technical information and advice	Social media advice – strategic and technical	College Community	W
	Recommends and advises on implementation of strategies. Discusses and provides advice on projects; and reaches agreement on appropriate stance; influences to reconcile needs of social media with needs of clients. Explains College's role or stance related to social media initiatives. Ensure College's position or role receives equitable emphasis	College Community	W
Instructing or training			

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Obtaining cooperation or consent			
Negotiating			

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9. Physical Effort

In the tables below, describe the type of physical activity that is required on a regular basis. Please indicate the activity as well as the frequency, the average duration of each activity and whether there is the ability to reduce any strain by changing positions or performing another activity. Activities to be considered are sitting, standing, walking, climbing, crouching, lifting and/or carrying light, medium or heavy objects, pushing, pulling, working in an awkward position or maintaining one position for a long period.

Physical Activity	Frequency (D, W, M, I)*	Duration			Ability to reduce strain		
		< 1 hr at a time	1 - 2 hrs at a time	> 2 hrs at a time	Yes	No	N/A
Sitting at a computer	D			X	X		
Lifting and carrying promotional material	I	X			X		
Shooting pictures and video in a variety of settings – indoor and outdoor	W	X			X		

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If lifting is required, please indicate the weights below and provide examples.

- Light (up to 5 kg or 11 lbs)
- Medium (between 5 to 20 kg or 11 to 44 lbs)
- Heavy (over 20 kg or 44 lbs)

Boxes of promotional material

10. Audio Visual Effort

Describe the degree of attention or focus required to perform tasks taking into consideration:

- the audio/visual effort and the focus or concentration needed to perform a task and the duration of the task, including breaks (eg. up to 2 hours at one time including scheduled breaks)
- impact on attention or focus due to changes to deadlines or priorities
- the need for the incumbent to switch attention between tasks (eg. multi-tasking where each task requires focus or concentration)
- whether the level of concentration can be maintained throughout the task or is broken due to the number of disruptions

Provide up to three (3) examples of activities that require a higher than usual need for focus and concentration.

Activity #1	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Interview, consolidate information, interpret it and write/post it with a consistent, accurate and fresh approach with extra consideration for accuracy, proper attribution and appropriateness. Situations may often be time-sensitive.	D		X	
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #2	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs
Tracking and Analyzing social media posts and enquiries and responding quickly and concisely when required	D	X		
Can concentration or focus be maintained throughout the duration of the activity? If not, why? <input checked="" type="checkbox"/> Usually <input type="checkbox"/> No				

Activity #3	Frequency (D, W, M, I)*	Average Duration		
		Short < 30 mins	Long up to 2 hrs	Extended > 2 hrs

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Can concentration or focus be maintained throughout the duration of the activity? If not, why?

- Usually
- No

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11. Working Environment

Please check the appropriate box(es) that best describes the work environment and the corresponding frequency and provide an example of the condition.

Working Conditions	Examples	Frequency (D, W, M, I)*
<input checked="" type="checkbox"/> acceptable working conditions (minimal exposure to the conditions listed below)	Standard office environment	D
<input type="checkbox"/> accessing crawl spaces/confined spaces		
<input type="checkbox"/> dealing with abusive people		
<input type="checkbox"/> dealing with abusive people who pose a threat of physical harm		
<input type="checkbox"/> difficult weather conditions		
<input type="checkbox"/> exposure to extreme weather conditions		
<input type="checkbox"/> exposure to very high or low temperatures (e.g. freezers)		
<input type="checkbox"/> handling hazardous substances		
<input type="checkbox"/> smelly, dirty or noisy environment		
<input checked="" type="checkbox"/> travel	Intercampus, off-campus to attend meetings with clients and industry partners	W
<input type="checkbox"/> working in isolated or crowded situations		
<input type="checkbox"/> other (explain)		

* D = Daily M = Monthly W = Weekly I = Infrequently