

TEMPLATE: Social Media Volunteer

Briefly introduce your organisation

As a Social Media Volunteer your role is to coordinate and enhance our online presence across various social media platforms, supporting our commitment to *insert organisation name*. This opportunity is for individuals who are passionate about creating engaging content, building online communities, and are eager to contribute to a charity making a real difference in your local community.

Key volunteer tasks:

- Confident with using a range of our social media accounts; Facebook, Instagram, X (Twitter) and LinkedIn
- Crafting and scheduling social media posts for our accounts in line with our brand guidelines
- Researching local social media groups, we can join to spread awareness of our charity
- Engaging with our online community, responding to comments and messages
- Keep an eye out for social media trends we can get involved with to help elevate our online presence
- Collaborate seamlessly with the team to align social media efforts with our overall messaging for *insert organisation name*

Skills you'll need:

- Passion for social media and understanding of various social media platforms
- Good written communication skills with the ability to adapt tone and style for different audiences
- Creativity and eye for detail
- Familiarity with social media analytics and scheduling would be desirable but not essential

Perks and benefits:

- Gain practical experience in social media coordination
- Make a tangible difference to *insert organisation name*
- Volunteer within a supportive and welcoming team environment

Things to consider:

Location – is this role office-based or an opportunity volunteers can do from home? If the volunteer needs to be on site, it's helpful to share travel details and local transport links

Age restriction – is there a minimum age you are able to take volunteers?

Expenses – be sure to include your expenses policy