



## SOCIAL MEDIA VOLUNTEER

### Introduction

We are looking for an enthusiastic social media volunteer or student placement to help us reach out and connect with more people in our local communities that would like to volunteer with Open Age. The social media volunteer will be a proficient social media user with good communication skills and an understanding of current online trends. This is a largely remote or college-based role which would suit a confident social media user interested in gaining practical online project delivery experience by volunteering in a leading charity committed to improving the lives of older people.

### Social Media Volunteer Role

- Raise online awareness of volunteer supported activities that Open Age provides to older people
- Widen current online volunteer recruitment channels to increase community engagement
- Support volunteers and members in building their own social media contacts and networks

### Social Media Volunteer Tasks

- Help establish and contribute to the development of Open Age social media platforms
- Assist in the creation of volunteer recruitment content for relevant social media channels
- Help increase numbers of people following Facebook, Twitter, LinkedIn and YouTube posts
- Record relevant social media volunteering data in line with relevant policies and procedures

### Social Media Volunteer Commitment

- Initial project engagement/volunteering hours agreed by negotiation
- Social media updates provided to Coordinator in regular online meetings
- Feedback information on volunteering experience and hours as requested

### Social Media Volunteer Support

The Social Media Volunteer is an unpaid, voluntary role, though any appropriate out-of-pocket expenses, including travel and subsistence will be reimbursed on production of the appropriate receipts. All volunteers will receive an induction to the organisations aims and values, a briefing in the volunteer role requirements, supervision and support from a dedicated member of staff, and a volunteering reference after an appropriate period of satisfactory volunteering with the Charity.