

## Social Media Support Volunteer

### **Position Objective:**

Waterloo Region Suicide Prevention Council (WRSPC) is seeking Social Media Support volunteers. This position will support the Program Coordinator(s) by providing assistance in social media content planning, creation, and scheduling across WRSPC'S social media accounts.

### **Tasks and Responsibilities:**

Tasks may include:

- Brainstorming content ideas for social media
- Writing copy for social media content
- Designing graphics for social media or website content
- Filming content for short-form videos (i.e. Instagram reels)
- Writing and formatting blog posts for the WRSPC website
- Planning and scheduling content for social media platforms.

### **Position Qualifications:**

Age: 18+

Areas of Interest: Suicide Prevention, Mental Health, Communications/Public Relations, Graphic Design

Skills: Community Knowledge/Awareness, Time Management, Social Media Marketing, Communication/Marketing Knowledge/Skills, Creative Thinking, Innovation, Photography, Videography, Knowledge of Canva, Knowledge of Adobe Creative Suite.

### **Screening Requirements:**

- Completed Volunteer Application Form
- Two completed reference checks. References must be of a professional nature (i.e. work or volunteer experience), and may not be a relative of the volunteer applicant.
- Criminal Record Check

### **Training/Work Conditions:**

Training Details: Volunteers will be required to participate and complete WRSPC'S volunteer onboarding process. Additional training specific to social media, such as safe messaging guidelines and responding to distress online may be provided by the Program Coordinator. Volunteers must complete all training before starting their position.

Working Conditions: The Social Media Support volunteer team and the Program Coordinator may meet regularly through virtual platforms (i.e. Microsoft Teams) depending on needs. Additional discussions will happen via e-mail. Volunteers will work remotely; as such, access to a computer and the internet are required. The approval of content and posts for social media accounts will be given by the Program Coordinator.

**Time Commitment:** We ask that all Social Media Support volunteers agree to a minimum 6 month commitment, to ensure consistency with WRSPC'S social media.