

Social Media Engagement Team Volunteer

Marketing and communications is crucial for promoting the work and spreading the message of Veronica's Voice. It educates and generates concern for the issue of commercial sexual exploitation. It brings in donations, volunteers, sales, and partnerships. The Marketing and Communication team will work together to create a variety of compelling content as necessary. The social media engagement team will be responsible for monitoring all six social media platforms to engage with audiences, utilize key features, assess analytics, and provide suggestions for content, and strategy for growing each individual platform and our overall online presence. This team will support the Marketing and Communications leads by participating in planning and creation, and ensuring follow through after content is posted via Hootsuite.

General Expectations

- Regularly check platform to like, comment, & share relevant content from similar organizations
- Reply to comments on our posts, share/reply tagged posts, reply to shared posts, post stories
- Utilize social media platform features (polls, questions, quizzes, etc.)
- Provide input for social media content planning during team meetings
- Keep an eye out for current events, trending topics, and conversations that Veronica's Voice might want to be involved in so we can create relevant content
- Review analytics for your platform and assess performance of content to use as guidance for future content planning
- Member of the Marketing and Communications volunteer team, directly supporting the Marketing Lead and Communications Lead and attending monthly meetings

Application Process

If interested please email volunteer@veronicasvoice.org with; the 'title' of the volunteer position(s) you are interested in *as the subject line*, and a brief description of your skills, motivation for volunteering for the position, and the amount of time/availability to dedicate to the position. The more information you provide the better we can match you with our needs. Then, register for the next volunteer orientation session at veronicasvoice.org/event. You do not have to have any specified position of interest prior to attending volunteer orientation. Orientation will provide more insight into the positions available.

Acceptance and Training

After you attend volunteer orientation, we will direct you to the volunteer portal to complete and sign the Veronica's Voice Volunteer Policies and Paperwork. Once these forms are complete, we will run a background check. We will also accept a background check that has been completed in the last year. Then, you will be ready to volunteer! All upcoming volunteer events and opportunities will be listed in the volunteer portal.