## Social Media Contributor: Volunteer Role Description

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<th>Role Title</th>
<th>Social Media Contributor</th>
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| **Purpose of Role** | Do you have experience of communicating effectively through social media channels? We’re looking for a Social Media volunteer to promote, develop and maintain our online presence.  
You’ll contribute to our website, Facebook and twitter feed and help develop our presence in other social media.  
Ideally, we would like you to be able to track the effectiveness of our social media work and recommend ways forward.  
You’ll be working in the office, keeping up to date with Healthwatch Bucks events and news, and choosing what to promote through our social media feeds. You’ll also be encouraged to visit our projects and attend our events, writing articles about them on our blog. |
| **Key Activities** | Create and maintain a social media plan  
Promote the activities and achievements of Healthwatch Bucks and raise the profile of Healthwatch Bucks  
Ensure that communication reaches a wide range of local stakeholders and diverse audience  
Develop and manage content for our website and social media, such as Twitter, Pinterest, Facebook & YouTube  
Select relevant channels to reach our diverse audiences.  
Test content and review its impact.  
Advise on best practice and the latest developments. |
| **Skills/Qualification/Experience** | Academic, professional or practical experience of strategic communication through a wide range of social media  
Good technical knowledge of social media & blogging  
Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.  
Ideally a resident of Buckinghamshire  
Awareness of health and care services and an interest in improving them  
Good understanding of confidentiality  
Able to work in a team  
Willingness to abide by the Healthwatch Bucks Code of Conduct. |
| **Location** | Based in our Monks Risborough office (on a good bus route). |
| **Benefits of Volunteering** | Reasonable travel and out of pocket expenses will be reimbursed in accordance with our expenses policy  
Enjoy the experience of volunteering as part of a friendly team and meeting new people. |
- Become involved in making a difference in your local community
- Increase your confidence and build on your skills
- Use experience with Healthwatch to seek work in health and social care or other fields of employment.

**Support Provided**
- Induction and support
- Supervision with be proportionate to the volunteers time commitment. All supervision will be recorded. A formal supervision session will be held annually by their manager.

**More Information**
- Visit www.healthwatchbucks.co.uk