

## **Role Description**

### **Social Media Volunteer**

Role - a Social Media volunteer to promote, develop and maintain our online presence in order to maximise our impact and to promote ourselves as widely as possible to the local community.

### **Key Tasks**

- Help create and maintain a social media plan
- Use social media to promote the activities and achievements of Healthwatch Derbyshire
- Keeping our social media channels updated on a frequent basis
- Encouraging others to comment on our posts and share them with others
- 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
- Track the effectiveness of our social media work and recommend ways forward.
- Test content and review its impact.
- Keeping up to date with Healthwatch Derbyshire events and news, and choosing what to promote through our social media feeds
- Develop publicity materials and communication techniques to target communities who are under-represented
- Visiting our projects and attend our events with a view to writing articles about them on our blog

### **Relevant Skills, Competencies and Experience**

- An understanding of different types of marketing and communications media, including electronic and social media.
- To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately
- Experience of using Microsoft Office, including Word, Excel and Outlook
- Ability to transform small snippets of information into interesting and engaging stories suitable for Twitter, Facebook etc.
- Ideally a resident of Derbyshire
- Good understanding of confidentiality
- The ability to work equally well in a team and unsupervised
- An interest in, knowledge of or willingness to learn about health, public health and social care services in Derbyshire

## **What support will you be given?**

- A full induction
- Full training on all aspects of the role
- Regular updates from Healthwatch Derbyshire
- On-going support with an allocated person from Healthwatch Derbyshire
- Regular volunteer meetings
- Opportunities to become involved in other Healthwatch Derbyshire activities.

## **What are the benefits of being a Social Media Volunteer?**

- Development of communication skills
- PR and marketing experience
- Social media development skills
- Data handling skills
- Free training relevant to the role will be provided
- Use your skills and experience to contribute to the success of Healthwatch across Derbyshire
- Experience of working with health and social care organisations
- Knowledge and understanding of how health and social care services are planned delivered and commissioned
- References to add to your CV
- Be part of a team of volunteers and meet new people
- Increase your confidence and gain new skills including on-going development and training
- Understanding of the functions of Healthwatch.

**... and you will be ...**

**... a valued part of HWD, in helping us to become an influential and effective patient and public voice.**