



## **Social Media Ambassador Volunteer Job Description**

Thank you for your interest in helping Foothill Pregnancy Center get more exposure on social media! We appreciate the help! As a Social Media Ambassador your job is very straight forward. First make sure you follow us on Facebook and Instagram. Currently these are the two platforms we are using and we will update you when/if we expand to other platforms.

The most important requirements of the Social Media Ambassador position is that you are passionate about what we do...and always represent Foothill Pregnancy Center positively. If you need to talk to us about an issue of concern, we are happy to listen and work things out. Airing your frustration on social media doesn't make for great relationships and we value those. The rest of your duties are laid out below. Thanks again, we value and appreciate you.

### **Duties**

- Check in on a regular basis (three times a week or more is a good standard) to our social media platforms.
- Make sure to “Like” and “Share” our posts. Commenting regularly is also a great way to engage and help us get more exposure. “Tagging” us in your posts is also awesome!
- When commenting, make sure to be organic and natural. Sometimes it's hard to think of things to “say” in a post, don't force it. When that happens, just comment on another day or when you're inspired.
- If you see posts from others that don't reflect us positively, tell them your story. Share how we have benefited you or others and that you don't share their experience. Arguing is never the right way to defend Foothill Pregnancy Center on social media. Thank you for aligning with us.
- Post any pics you might have from an event of ours. Make sure you choose pics that are flattering to those in the photo. They don't have to be pro-quality but choose wisely.
- Recommend us to others when it is appropriate. For example, someone may ask “Does anyone know where I can get a nice car seat for little to no cost, my baby is due in November?” Refer them to our Earn While You Learn education where they can get a new car seat for free. Also please rep us outside of social media too!
- Have fun and post, share, comment, like, and tag knowing you're doing a good thing, helping us protect life and helping families thrive!

So go get social and spread the word!