Social Media Volunteer

The 4-H Youth Development Program is a non-profit organization that provides educational programming for youth ages 5 – 19 in a variety of settings. This position is instrumental to the York County 4-H Program. The 4-H Social Media Volunteer position offers a unique opportunity to be involved in a range of marketing activities. The 4-H Social Media Marketing Volunteer is a volunteer unpaid position that will work directly with the 4-H Youth Development Agent of York County. Volunteers will be responsible for improving and growing 4-H social media presence across various platforms, focusing specifically on Facebook and Instagram. Additional responsibilities will include creating and executing video production, suggesting action-steps to implement new ideas on 4-H recruitment, programs, clubs, workshops, events, and performing other community management activities in an effort to help our 4-H’ers and volunteers. Volunteers will interact with 4-H volunteers, teachers, donors, and youth in their endeavors. They will become familiar with youth program structure and management. **Includes nutrition/fitness, science/technology, environmental agricultural, and life skills teaching opportunities.**

Volunteer positions are available year round and can be tailored to student’s major coursework.

**Volunteers Description:**
- Extend York County’s 4-H social media reach and capture the target audience via targeted social media platforms.
- Determine what social media techniques are most appropriate.
- Document a social media process for our organization and includes planning social media campaigns.
- Identify, monitor, learn and experiment with new and alternative social media strategies.
- Research, write, create, and develop insightful, quality content for our sites.
- Measure the impact of social media on the overall marketing efforts of 4-H.
- Research & recommend partnership opportunities with relevant non-profit organizations within the county.
- Gain and track followers/audience on all social media outlets.
- Monitor and engage on various social media platforms, replying to comments, messages, inquiries, compliments and complaints in a non-bias professional brand voice.
- Experiment with new and alternative ways to leverage social media activities.
- Monitor social media tools, trends and applications and appropriately apply that knowledge to increasing the use of social media to reach the community of assigned county.
- Participate in the development and implementation of public relations through community events and distribution of materials by gathering information, assembling materials, contacting participants, and soliciting support from external sources.
- Attend events and activities for live social media coverage.
- Curate a library of photos for social media use.
- Manage social media while upholding Clemson University’s social media guidelines and best practices.
- Maintain a monthly log, blog, or journal outlining all media updates, changes, posts, etc.
- Complete and submit record of all media updates each month.

**Skills & Qualifications:**
Have strong written communications skills and can write concise and effective copy. Be able to attend events to take pictures and video during the week and occasional weekends. Self-motivated individual, who is enthusiastic and enjoys talking with people. Posts regularly, get shares, and likes. Prospect must have professional integrity, good judgment and prior experience with journalistic writing, graphic design, video production or blogging.

- Turn page-
Social Media Volunteer

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**Time Commitment:**
The ability to work 10-15 hours per week (remote work hours included) that may include occasional weekend and evening hours.

**Send resume or interest letter to:**
Faith Israel
York County 4-H Youth Development Agent
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