

Social Media Volunteer Position Description

Reports to: Katheryn White, Social Media Community Manager

Organizational Impact: *This position will help Best Friends expand its reach on social media, by allowing us to deepen our existing relationship with current social media followers and develop relationships with new followers. These followers often convert into donors, so it is critical to our fundraising efforts. In addition, by fostering relationships with people interested in animal welfare, we can spread the word about adoption, fostering, volunteering and more – both at Best Friends and at partner rescues across the country.*

Position Function/Goals/Deadlines:

- Day-to-day community management (comment moderation) of Best Friends' national social channels including Facebook and Instagram.

Time Commitment and Location of Work:

- Remote, 1-5 hours/week
- One year time commitment

Core responsibilities:

- Engage members and potential supporters on Instagram and Facebook in positive, thoughtful online conversations about the organization, our campaigns, web stories, events and videos. Answer any questions that people may have.
- Alert social media team to creative, engaging content that could be shared among Best Friends' social media spaces
- Advocate Best Friends' positions on issues
- Communicate directly with the social media team if any questions come up that may need immediate attention or teamwork to handle
- Willingness to help in "all hands-on deck" situations such as natural disasters where we monitor our comments very closely in order to answer questions and be a resource for the public.
- Track and input hours worked into the Best Friends Volunteer Database

Qualifications/Requirements:

- Strong creative writing skills
- Demonstrated communication (verbal and written) and customer service skills
- Some experience managing large online communities preferred
- Ability to diffuse potential hot button issues and situations while staying professional
- Willingness to learn the Best Friends voice and brand
- Passionate interest and experience in animal welfare preferred, even in a volunteer capacity

***To apply, please submit your resume or summary of relevant experience to
nationalvolunteers@bestfriends.org.***