



Social Amplification Volunteer

Year-Round

Activity Focus: All

Summary

This volunteer position is key to getting the Recovery Beyond message out through our social channels. Use your network as a dynamic tool to share our story. The “Social Amplification Volunteer” commits to sharing our posts with your family, friends, interest groups, and other groups you are a part of. We’ll notify you when a specific post goes live and ask for your help in amplifying the message whether it be for awareness, donations, or just plain fun. You are a part of a unique volunteer group, supporting the efforts of RBP through creating buzz and social growth. Get creative with it! Interest and use of Facebook, LinkedIn, Twitter, Instagram, or other networks are all welcome.

Volunteer Responsibilities

- Added to Social Amplification Volunteer list
- Share specific RBP posts/media with your social network
- Review RBP media content and deliver feedback
- Share 2 creative ways to expand RBP’s social media reach
- Take on 1 social media project in the calendar year

Working Relationships

Contact Title	Reason for Contact	Frequency
Program Manager	Provides assistance, support and feedback	Weekly
Marketing Consultant (Christopher)	Christopher maintains our website, marketing communication, and social channels	Monthly

Core Position Requirements	Required	Preferred
Social Media experience with Facebook, Instagram, Twitter, others.	x	
Knowledgeable about RBP branding, RBP language and key words, RBP marketing strategy, social media algorithms and post timing.	x	
Desire to grow and expand RBP’s social presence and awareness	x	