



## Volunteer Opportunities – Marketing and Promotion

### Volunteer Opportunity:

### Social Media Captain

Candidate has experience using, or willing to learn to use, variety of social media platforms in order to help promote ROAR Canada and create an on-line community to promote its related programs and events including, but not limited to, the following,

- **Facebook** – maintaining and posting on FB page on a regular basis to help build/create a community of followers;
- **Twitter** – creating bite-sized messages integrating common hashtags (#ROARCanada, #Mastermind, #LisaNichols, etc.);
- **LinkedIn** – using existing networks to make connections and spread the word about work/events hosted by ROAR;
- **Instagram** – explore feasibility of using this medium to reach people – would need to ensure photos are taken at various events to be used.

**Time Commitment/Wk:** 2 hours (10-15 minutes per night)

#### Skills & Experience Required:

Familiarity with social media tools or willingness to learn and implement; ability to commit a small amount of time on a daily or alternate daily basis; understanding of how to reach audience and create a compelling message to draw their attention.

Mode/Event	General Promotion	Mastermind Events	Symposium Events
<b>Facebook</b> - Creating community and engaging in conversation, building trust	Post a message once/day	Link to weekly posts but begin to add a unique promotional message for event increasingly at the 6 wk, 4wk, 3wk, 2wk and 1wk out	Link to weekly posts but begin to add a unique promotional message for event increasingly at the 6 wk, 4wk, 3wk, 2wk and 1wk out
<b>Twitter</b> - Short, brief promotional messages; live action messages during events and/or meetings, etc.	Post a message once/day	Post 2-3 times/day in the weeks (6, 4, 3, 2 and 1wk out) leading up to and once/hour during actual event, or as unique messages are shared or speakers present	Post 2-3 times/day in the weeks leading up to and once/hour during actual event, or as unique messages are shared or speakers present

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Linked IN - Best for sharing leadership, women empowerment, articles, news, posts for events, etc.	Post a message 1-2 times/week	Post once/day in the weeks (6, 4, 3, 2 and 1wk out) leading up to actual event with messages specific to event	Post once/day in the weeks (6, 4, 3, 2 and 1wk out) leading up to actual event with messages specific to event
Instagram - Sharing pics and videos quickly; strong target for younger population	Post Raw & Reel daily	Post pics of event during and post	Post pics of event during and post
Other:			
Other:			

<b>Related Volunteer Opportunities:</b>	<b>Social Media Support</b>
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In addition to the role of Captain, we are looking for a team of 2 to 3 additional volunteers with similar backgrounds and experiences to help support this area. Flexible time commitments, pending various promotional campaigns and events