



Volunteer Position Description

Position: Service Unit Social Media Coordinator

Accountable to: Service Unit Manager

Term: One year with annual appointment

Summary: Create and maintain an online social media presence for the Girl Scout service unit

Accountabilities:

- Attend all service unit meetings to see what needs to be shared with social media audience
- Create engaging text, image, and/or video content
- Monitor social media page for questions/comments at a minimum once every 24 hours.
- Facilitate online conversations with followers and respond promptly and appropriately (keeping a positive tone, referring to Customer Care when necessary) to questions
- Stay on top of current best practices and technologies for each social media platform

Requirements:

- Knowledge of all current social media platforms and trends and best practices associated with each network
- Strong writing and editing skills; knowledge of AP and Chicago stylebooks
- Basic technical knowledge of digital photography and video, including rule of thirds
- Be a registered volunteer of Girl Scouts of the USA
- Accept and adhere to the purpose and principles of Girl Scouting
- Recognize, understand, accept, and support all council goals, policies, procedures, and the Affirmative Action practices
- Opt-in to emails from GSUSA and Girl Scouts of Central Indiana
- Follow Girl Scouts of Central Indiana social media accounts: Facebook, Instagram, Twitter, LinkedIn

Evaluation:

- Evaluated and reappointed annually by service unit manager