

Social Media Coordinator - Role Description



Based: Home-based

Status: Voluntary

Hours: Approx. 8 hours per month

This is an exciting voluntary opportunity to join a ground-breaking Christian charity working to combat loneliness and social isolation on a national level. Based on the Wokingham Borough-based model of Link Visiting Scheme, we work with churches and Christian organisations across the country to support them in establishing befriending schemes. There are currently 21 partner projects operating nationally. In each area, volunteers regularly visit older people, and social events and activities are also organised.

Summary and Main Purpose of Role

Raising the profile of Linking Lives UK through use of social media including Facebook and Twitter.

Specific responsibilities

1. Profile-raising

- Use social media accounts to update followers of recent and future activities being run by the charity and it's partners
- Circulate national news stories of interest to followers
- Generate new followers by strategic use of social media techniques

2. Supporting local projects

- Support local projects with social media profiles using retweeting, sharing and 'like' functions
- Advise local projects in setting up and management of social media accounts

We are specifically looking for someone with the relevant experience who shares our vision to reach and support isolated older people and who is sympathetic to our Christian ethos.

To apply, please send an email explaining why you wish to apply for this voluntary role to Jeremy Sharpe at Jeremy@linkinglives.uk