



Job Description: Social Media Assistant

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Section: School Volunteer Positions

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VOLUNTEER POSITION: Social Media Assistant

TIME COMMITMENT: 1-2 hours a week

DESCRIPTION: Assist with managing school social media accounts. Primarily Facebook & Instagram. LinkedIn & YouTube needs developing.

GUIDELINES:

- Assist with social media postings
- Highlight school events (based on yearly school calendar)
- Promote fundraising events (Winterfest & Auction)
- Balance content across four pillars: education, promotion, inspiration, and entertainment
- Tie holiday/observance posts to school activities or values
- Use more specific, school-related hashtags
- Create more unique, school-specific content rather than generic posts
- Include hashtags: *giftededucation* and *steppingstoneschoolMI*