



Social Media Volunteer Job

Sharing information on Facebook, Twitter and Instagram is an important part of engaging our supporters in local conservation. With your help, we can amplify these efforts by analyzing content, directly engaging with followers and creating content.

This job is a great opportunity to gain experience managing and analyzing social media channels with over 3,800 followers.

Using social media is a part of our Strategic Plan to keep people involved and interested in nature in our region. By sharing information on a daily basis, we can build a community of people who take action to protect our environment so we can do more to protect wilderness.

Timeline: weekly for as long as you like. We would set a regular day and time.

Where? This job must be done in the office. Regular office hours are 9:00am - 5:00pm but we can accommodate evening volunteering as well.

Total Estimated Job Time: one hour per week

What are the tasks within this job?

- Access our social media channels and create a tracking sheet of engagement
- Analyze engagement and make suggestions for strategies and content changes
- Engage with users who use our hashtags or tag our locations on Instagram
- Create shareable content and graphics with statistics, special dates and more
 - Work with staff to find images
- Schedule content on Hootsuite
- Prepare re-cap report on engagement
- Other opportunities as you see fit

What you will be provided with and items worth noting:

- Laptop computer to access our social media channels
- General assistance from Conservancy staff, Tanya, for any questions

If you are able to help, please contact Tanya Clark at tanya@couchconservancy.ca or 705-326-1620.

Some starting ideas to work off of...

Key messages and quotes

“Nature Unites Us”

“Protect Your Happy Place”

“Save the Land You Love”

Calendar of key dates

2020

January 1: New Year’s Day

February 2: Groundhog Day

February 14: St. Valentine’s Day

February 17: Family Day

March 19: First Day of Spring

March 17: St. Patrick’s Day

March 22: World Water Day

March 28: Earth Hour

April 22: Earth Day

April 22: Earth Day Clean Up

May 9: World Migratory Bird Day

May 10: Mother’s Day

June 5: World Environment Day

June 20: First Day of Summer

June 21: National Indigenous Peoples Day

June 21: Father’s Day

July 1: Canada Day

August 3: Civic Holiday

September 7: Labour Day

September 13: Grandparents’ Day

September 22: First Day of Autumn

October 12: Thanksgiving Day

October 31: Halloween

December 5: International Volunteer Day

December 21: First Day of Winter

December 25: Christmas Day

2021

January 1: New Year’s Day

February 14: Valentine’s Day

February 15: Family Day

March 17: St. Patrick’s Day

March 20: First Day of Spring

March 22: World Water Day

March 27: Earth Hour