**Volunteer Role Description**

Age UK York is an independent, local charity, that has worked to support older people for over fifty years. We have over 250 volunteers helping us to deliver services and activities for older people in York.

**Volunteer role: Social Media Volunteer – Information and Advice**

**Service:** Age UK York’s information and advice service supports older people to find solutions that will help them to remain independent and get the most out of later life.

**Supported by:** Volunteering and Outreach Worker

**Commitment:**  Minimum two hours per week.

**Training:**  Induction training part one and part two.

**DBS:** Basic DBS required (undertaken by Age UK York.)

**Role purpose**

To promote the services that we offer at Age UK York so that the older people of York know who we are, what we do and how we can help. This is a flexible role and can be undertaken from anywhere, as long as you have access to good internet connection or mobile data and possession of a mobile phone, iPad, laptop or computer. This could be a positive and productive way of passing the time at home, in a cafe, or on public transport for example. This makes the role inclusive and accessible for all. With your help we can reduce social isolation and loneliness.

**Personal qualities and experience**

Social media volunteers will be friendly, approachable and tech-savvy. They will respect views, values and cultures that are different to their own. Strong IT skills are a necessity alongside a good knowledge and practical experience of using social media platforms, such as Instagram, Facebook and LinkedIn. Good written skills, accuracy and attention to detail are essential attributes.

**Tasks and activities**

* Become familiar with our Age UK York’s services.
* Use our social media platforms to raise Age UK York’s profile and show the positive impact that we have on the older people of York.
* Advocate for the older people of York.
* Regular activity across our social media platforms.
* Reach service users, carers and professionals working with other AUKY staff to achieve this.
* Include ‘How To’ videos enabling independence.
* Provide York specific information to target the residents of York.
* Work alongside the AUKY feedback volunteers, to gather and collate content.
* Visit service users (older people) and with consent capture new footage in the form of photos, videos, quotes, statements for example, to post on the Age UK York social media platforms.
* Upload posts onto our social media platforms of any upcoming events that Age UK York will be involved in.
* Create social media content following the brand guidelines.
* Track the effectiveness of the social media posts and think of new ways of promoting the charity online.
* Talk to service users, staff and other volunteers about their experiences in order to create storytelling content.
* Follow consent and confidentiality policies.
* Work with the marketing staff to gather ideas for new content.
* Respond to activity on posts, where appropriate. Liaise with the marketing team on responses to comments and messages.

**In return, as an Age UK York Volunteer, you will have the opportunity to:**

* Be part of a friendly team and supported in your role.
* Promote the work of Age Uk York and reach a wider audience in the city.
* Access training and development, as appropriate.

**Volunteer Agreement**

We ask you to:

* Work within the parameters of your volunteer role description.
* Maintain the commitment you choose to make.
* Undertake training and updates.
* Commit to regular appointments and complete any relevant paperwork.
* Keep us informed if your circumstances change.
* Inform us immediately of any new criminal convictions.
* Adhere to the Age UK York policy regarding confidentiality.
* Adhere to the Age UK York policy regarding data protection.
* Adhere to all other Age UK York policies and procedures, summarised in the volunteer handbook and available in full on request or via the website.
* Promote the work of Age UK York in your local community.
* Contact us if you have any issues or concerns.

**Please sign to confirm that you have read and understood the above.**

**Name:**

**Signature:**

**Date:**

This agreement is binding in honour only, is not intended to be a legally binding contract between us and may be cancelled at any time at the discretion of either party. Neither of us intends any employment relationship to be created either now or at any time in the future.