



Social Media Coordinator

Volunteer Job Description

Position Overview and Impact: Enhance the library's outreach to engage a new audience of library users. Also promote resources and service across the community via popular social media platforms.

Key Responsibilities:

1. Oversee a small group of social media savvy volunteers
2. Coordinate with staff to develop an overarching social media campaign
3. Develop a schedule based around library programs, events and services for content
4. Quality check potential posts to be passed onto staff moderators

Qualifications:

- Experience in managing and supervising groups of people
- Working knowledge of social media platforms and best practices
- Good communication skills

Staff Volunteer Contact: Madison Creppell - Education Volunteer Coordinator VISTA

Training and Support Provided: Orientation to library mission and social media goals. Detailed introduction to library services and programs. Training on social media best practices for a public organization.

Time Commitment: 2-5 Hours per week

Length of Commitment: 1 year

Benefits of Volunteering: You will be able to do most of your work from home, gain marketing and supervisory skills, raise the public profile of the Salinas Public Library and connect and develop community contacts.

Contact Person: Cathy Andrews - Senior Librarian