

## **Social Media Volunteer Role Description**

### **Purpose:**

As a See Me Social Media Volunteer you will be given access to the See Me social media accounts for a day at a time to engage people on the issues around mental health stigma and discrimination that are important to you.

Presenting as yourself, you will use the See Me accounts as a platform to use your voice of lived experience, raising the issues that matter to you.

This could include:

- Starting online debates
- Highlighting interesting news stories, blogs and videos
- Talking to See Me followers and the wider social media community
- Engaging with other organisations on social media

The idea of the programme is to empower people with lived experience and allow their voices to be heard. You will not speak on behalf of See Me, instead bring attention to relevant things that matter to you.

Social media volunteers may also be given the chance to attend See Me events, where you will be responsible for tweeting live updates as they happen.

### **Recruitment:**

We need to know that being a social media volunteer is right for you.

Our recruitment process is designed to give potential social media volunteers the opportunity to consider the possible consequences of using social media as a platform to engage with the public.

It will also highlight the responsibilities that come with using See Me social media accounts.

### **Recruitment Stages**

1. Application form submitted.
2. A phone or face to face chat to talk about potential volunteer's ideas and explore why you want to join this programme.
3. If successful you will then have a second interview, where you will work with See Me so we can find out more about you and bring together your story. This will be used online.
4. A half day of social media training sessions and induction.

### **Training & Support:**

Social media volunteers have a half day of training which will prepare them on how best to represent themselves online.

Before the training it will be ascertained the level of social media knowledge you have. Where possible training groups will have similar knowledge, whether starting right from the beginning, or with considerable experience, to make sure the training is best suited to build on your existing knowledge.

This training will make you aware of your responsibilities when interacting from the See Me accounts.

You will also be given an introduction into the values of See Me and go through and sign our social media and volunteer policies.

### **Being a social media volunteer, how does it work?**

You will work from the See Me office, either Edinburgh or Glasgow, for individual days where you will have access to the See Me accounts (Twitter, Facebook, Instagram, LinkedIn).

You will have a point of contact at See Me who will be there to help and guide you when needed through the day.

Before the day you will discuss with the relevant staff member what the theme for your day is along with some of your ideas.

We will draft a short biography or blog explaining who you are, why you are involved and the issues you think are important to discuss.

Together you and the staff member will draft a plan of what your day will involve.

On the day you will introduce yourself and explain online what your day will be about.

Your story will be posted on the See Me website and social media pages so people know a bit about you.

Separately, for live events you will be briefed beforehand on what the event is. You will be given all relevant literature and information to prepare yourself.

You will then tweet a live stream from the See Me account to keep followers up to date on the event, as it happens. This may include taking photos and posting them from your phone.

### **Time Commitment**

One day at the See Me office, or out at an event, operating on social media. Around two hours in the run up working on the theme and finding some of the content to post.

You may also want to write a blog or create a video which can be used on the day. This could also appear as a feature on our website . This will be discussed with the See Me media officer and additional time would be allocated for this.

After the day there will be some time to debrief on your day and discuss how you think it went

### **Location:**

See Me offices in Glasgow and Edinburgh, or out at an event.

### **Responsibilities**

- Using all four of See Me's accounts responsibly
- Providing personalised information and context for See Me Blog/Facebook/Website

- Finding engaging and relevant information, articles, websites etc to stimulate conversation and debate around various aspects of mental health discrimination
- Responding to posts, tweets etc throughout the day that are relevant to your theme
- Attending and live reporting from See Me events where appropriate/if desired
- Working alongside relevant staff member
- Adhering to See Me social media policies

**What you could gain:**

You will be trained on how to use social media and given the opportunity to attend events and meet new people.

You will be given a platform to discuss the issues around stigma and discrimination that really mean something to you.

You'll also be part of the See Me movement for change, taking action to end mental health stigma and discrimination.

**What sort of skills and experience are we looking for?**

- Personal experience of stigma and discrimination in relation to mental health
- You should feel comfortable talking about and sharing your experiences
- Ability to communicate with different types of people
- Good organisational and time-keeping skills
- Be able to be contacted by phone and email and have regular and confidential access to the internet and an email account
- Someone who understands the responsibilities of using social media and can interact online respectfully