

Volunteer Role: Social Media Team

Use your creativity to share God's story and inspire our community online

Purpose:

The Social Media Team exists to promote church events and encourage our online community in their faith journey. Volunteers will help share stories, highlight individuals from diverse backgrounds, and creatively communicate the mission and values of our church through social media platforms.

Pages & Platforms:

EBC maintains multiple social media accounts across various ministry areas, as listed below. Members of the Social Media Team may be assigned to one specific ministry they feel passionate about or work across multiple ministries.

- EBC
 - Facebook page
 - Instagram account
 - YouTube channel
- Grow Kids
 - Facebook page
- EBC Youth
 - Facebook page
 - Instagram account
 - TikTok account
- ECY YAs
 - Facebook page
 - Instagram account

NOTE: All other EBC pages/accounts are currently being operated by the ministry that runs them; however, there may be scope for this team to also assist with their social media accounts.

Roles & Responsibilities:

Volunteers may serve in one or more of the following capacities:

1. **Short-form Media Creator (e.g. Insta Reels, TikTok, YouTube Shorts)**
 - Develop creative content ideas.
 - Film and edit videos, working collaboratively if necessary.
 - Write appropriate captions.
 - Post content after receiving approval from designated church staff.
2. **Photographer**
 - Take and edit photographs to showcase church events and community life.
 - Post approved content, with appropriate captions to social media platforms.

3. Page Manager

- Manage social media interactions, including comments and messages.
- Help plan content strategy and schedule posts in coordination with the team.

Expectations:

- Attend Social Media Team meetings once per term.
- Maintain regular communication with church staff regarding content and strategy.
- Work collaboratively as a team member, supporting the broader goals of the church's social media presence.
- Manage your time responsibly.

Required Qualities & Skills:

- Love for Jesus and a desire to serve the church community.
- Creativity and familiarity with social media platforms.
- Willingness to highlight and celebrate others, not just themselves.
- Ability to work as part of a team and respond positively to feedback.
- Reliability and commitment to following through on tasks.
- Discretion and respect for confidentiality.

Boundaries & Guidelines:

- All content must align with the church's values and mission.
- Posts, videos, and other content must be approved by designated church staff before publication.
- Volunteers must not use the church's social media accounts for personal promotion.
- Maintain professionalism and respect in all social media interactions.

Reporting Structure:

- Team Members report to the Youth & YA Director or the Creative Ministries Director.
 - All content and communications are to be vetted by them before posting to ensure alignment with church values.

How to Join the Team:

- Email sarah@ebc.org.au to express your interest in serving on this volunteer team. The first team meeting will be on Sunday, November 2nd at 12:30pm.