

Role Title: Digital Communications/Social Media Volunteer

Overview

HWLincs is a Lincolnshire charity set up to support positive change to improve people's wellbeing. The charity has the contract to deliver **Healthwatch Lincolnshire**. Healthwatch is the independent consumer champion for health and social care in Lincolnshire, here to give adults, young people and children a powerful voice to make sure their views and experiences are captured and heard by those who plan, design and deliver health and social care services. We use our website and social media to communicate what we do and where people can go to access the support they need.

As a **Digital Communications/Social Media Volunteer** you will be supporting HWLincs and Healthwatch Lincolnshire with our digital communication and social media by creating and/or reviewing content as well as helping us to reach members of the public aged 18-40 to encourage them to give their feedback on health and social care and engage with the organisation. You will also help us to promote surveys, engagements and events through our digital platforms. Additionally, there will be opportunity to research other health organisations social media, local and national new sites for emerging trends or concerns in health and care.

The purpose of the role

- To raise the awareness of HWLincs and Healthwatch Lincolnshire to all Lincolnshire residents by helping to reach out to communities and encourage them to get involved.
- To actively encourage and support people in Lincolnshire to speak out and tell us about their experiences of their health and care services. This feedback could be positive, negative or neutral.
- To promote what we do to a younger audience to encourage them to feed back and become involved with the organisation.
- To be the eyes and ears of HWLincs and Healthwatch Lincolnshire to bring to the attention of the staff team issues of concern or celebration found on digital health platforms.
- To help people when appropriate to complete surveys or post feedback online.
- To assist with website content and promotional posts.

Results of this activity

- More people will become aware of HWLincs and Healthwatch Lincolnshire and how to share their experiences, thereby influencing the delivery and design of local health and social care services.
- You will be valued as an HWLincs volunteer in helping us to be that influential and effective patient and public voice.
- A younger audience will be introduced to HWLincs and Healthwatch Lincolnshire who will be encouraged to engage and provide feedback on their health and social care experiences.
- The organisation will become more aware of local and national health and wellbeing emerging trends and concerns.

Volunteer desirable skills, knowledge and personal qualities

- Be skilled at using different social media platforms.
- To have experience of and be confident in the use of digital communication.
- Have an awareness of, or personal interest in, health and/or social care services.
- Be prepared to follow guidance and instructions and work within HWLincs guidelines, policies and procedures.
- Be able and willing to work positively as part of a team or independently.
- Be willing to share knowledge and experience with team members when appropriate.
- Be comfortable volunteering from home/your residence.
- Have access to the internet/email.
- Able to use your own initiative but comfortable in asking for help when needed.

What will the role involve?

- Use of HWLincs/Healthwatch Lincolnshire social media channels such as Twitter, Facebook and our websites to promote what we do and encourage engagement with us and volunteering opportunities.
- The monitoring of social media content.
- Producing/uploading content to the website.
- Designing content which is attractive to a younger audience.
- Volunteering from home/residence.
- Researching and reviewing other websites and social media for emerging trends or issues with local health and social care services.

Time commitment:

2-3 hours weekly

Expenses:

Agreed out of pocket expenses such as travel and refreshments where appropriate, will be paid.

Where this volunteering will take place?

Home-based

References:

Two references will be taken.

Age restriction:

16 plus.

Why should you be a Digital Communications/Social Media Volunteer?

With an ever-changing environment, this opportunity will enable you to freshen up your digital skills. Working alongside HWLincs staff, you will help to manage and contribute to our websites, social media and other digital platforms. You'll make a difference by helping to keep the public up to date with the latest news, enabling people to share their views as well as communicating the number of ways people can get the support they need. You'll receive a full induction, training and ongoing support.

To Apply:

Contact HWLincs Volunteer Officer on 01205 820891 or email emma@hwlincs.co.uk