



## **VOLUNTEER OPPORTUNITY:**

### **Social Media Outreach**



**LOCATION:** San Luis Obispo Botanical Garden, off Highway 1 in El Chorro Regional Park, between San Luis Obispo and Morro Bay

**NEED:** Social media savvy person to assist with developing an outreach program to members and the general public through Facebook, Twitter, etc.

**JOB DESCRIPTION:** Social Media Outreach volunteers will help with creating an interactive and educational social media program that will include, but not be limited to, Facebook, Twitter, and other social media sites as required. Tasks include posting of photos, questions, events, contests on a regular basis. Work requires a computer and internet connection and can be performed at home or in the SLOBG office. Time commitment on a monthly basis would be approximately 8 hours/month.

#### **DUTIES AND RESPONSIBILITIES:**

- Communicate with SLOBG Staff for up-to-date information on Garden events, goals and highlights
- Work with SLOBG staff to develop posting schedules designed for maximum outreach
- Develop questions and contests for interactive outreach
- Stay on top of trends in social media

#### **QUALIFICATIONS AND REQUIREMENTS:**

- Experienced with computers, home computer ownership a plus
- Attention to detail
- Able to work unsupervised
- Reliable and organized

**TRAINING:** An orientation to the existing social media sites and procedures will be provided. A general orientation to the garden and its mission will be provided.

**COMMENTS:** This is an excellent position for a computer savvy volunteer who likes to work at home and on their own schedule. A wonderful opportunity to learn more about the ever-growing and evolving world of social media.

**For more information contact the Director of Volunteers at  
805.541.1400x305 or [volunteer@slobg.org](mailto:volunteer@slobg.org).**