



## **Sound Sugar Radio** **Social Media Ambassador Volunteer**

### **What will I do as a Social Media Ambassador?**

- Use social media to boost online visibility for listeners.
- Connect with audiences and promote content and future events.
- Build a community by encouraging online audience participation.
- Develop a social media strategy to increase the stations' visibility and online engagement
- Create fun and creative online content to share on social media

### **When - how much time do I have to commit?**

- 1-2 hours per week
- Schedule is flexible and can be adjusted around school or other work commitments

### **Where?**

- This position can be done remotely from anywhere in Alberta.

### **What benefits will there be to me as a volunteer?**

- Opportunity to network with Radio Broadcasting professionals
- Build your resume and gain telecommunications field experience
- Exhibit personal digital media creativity and connect with target audiences
- Learn further about new social media platforms and insider features
- Link with current and new community online members
- Reference letters will be available upon request

### **Who will benefit from my volunteering?**

- Grow Sound Sugar Radio's online presence and engagement
- Learn about new local and international artists
- Connecting with new followers, sponsors and audience members

### **Is this a good opportunity for me?**

- Requirements:
  - I am 16 years old or older
  - I can commit to 1-2 hours per week
  - I am knowledgeable with social media platforms (Facebook & Instagram)
  - I have reliable access to a computer or laptop
  - I am a fast learner and creative