VPVA Peer Educator – Social Media Specialist Position Description

The VPVA PE Social Media Specialist (SMS) is a paid position that is held by up to two peer educators in the Office for Violence Prevention and Victim Assistance. The SMS is hired by and reports to the VPVA Program Coordinator. The SMS manages VPVA social media outlets including but not limited to Facebook, Twitter, Instagram, and Snapchat. They may also explore options with YouTube. The Social Media Specialist creates social media campaigns in order to educate students about sexual assault, rape culture, domestic/dating violence, types of abuse, unhealthy relationships, stalking, human trafficking, how to respond and help your friends, sexual communication, consent, healthy sexuality, healthy relationships, self-care, bystander behaviors, bystander intervention, and related topics as needed. They also promote programs and events through social media by creating events, posting graphics, and sharing with others. This position works closely with the VPVA Program Coordinator and VPVA PE Promotion Specialists in order to promote SVP programs, events, and workshops.

VPVA PE Social Media Specialist: Qualifications

- Knowledge and experience with social media apps (Facebook, Twitter, Instagram) required
- Ability to create and share graphics promoting VPVA events and programs
- Experience creating and curating content for specific goals preferred
- Ability to lead social media campaigns with specific learning objectives (ex: increase awareness for healthy relationship behaviors) and platform goals (ex: 5 tagged photos, 50 new followers, 20 story responses, etc.)
- Provide student perspective on latest social media trends and ideas to drive VPVA content
- Comfortability sharing information & resources related to sexual violence, domestic violence, harassment, & stalking
- 2.5 minimum GPA is required at time of application and must be maintained.
- Please Note: VPVA will conduct a disciplinary screening for each candidate.

VPVA PE Social Media Specialist: Hours and Wages

- The SMS will work up to 10 hours per week, and will get paid $11.00 per hour of work. Hours worked must be in the Campus Center at least 3 hours per week to enhance collaboration, organization, and efficiency. Other hours may be spent at events, programs, and making videos/taking photos, etc. outside the office.
- The SMS will hold their position for one academic school year.
- Hours will include a one-hour meeting with the VPVA Program Coordinator and Promotion Specialists each week.

VPVA PE Social Media Specialist: General Tasks

- Manage VPVA social media platforms.
- Create contests to engage RUC students in violence prevention, activism, and bystander intervention.
- Brainstorm creative new ways to use social media platforms, especially Snapchat and YouTube
- Research the best times to post on each social media platform and what content gains traction with students.
- Make sure all posts are trauma-informed; posting content/trigger warnings when necessary and always sharing victim advocacy services.
- Create and implement social media educational campaigns related to VPVA-related topics/programs, including 16 Days of Activism, Stalking Awareness Month, Turn the Campus Purple, and Turn the Campus Teal.
- Highlight different resources on and off campus such as Student Health Services, Title IX, RUPD, Camden County Women’s Center, and SERV (Services Empowering Rights of Victims).
- Receive professional development opportunities via training, webinars, conferences, and/or by other related means as to ensure your awareness of relevant information, awareness months, statistics, etc. about topics we cover.
- Use social media manager platforms such as Hootsuite to increase efficiency and scheduling.
- Communicate with the VPVA Program Coordinator about any special projects that need to be worked on.

VPVA PE Social Media Specialist: Tasks at Events

- Depending upon the event you could be live tweeting, live streaming, taking photos, and/or participating in interviews for media personnel who attends the event.

VPVA PE Social Media Specialist: Tasks pertaining to FACEBOOK

- Manage VPVA Facebook account alongside VPVA staff.
- Respond to messages and comments in a timely manner. Alert VPVA Staff of any negative comments posted and wait their instruction on how to respond.
- Create Facebook events as programs and events are scheduled in order to promote them to the RUC community.
- Update our Facebook cover photo in relation to upcoming programs/events/campaigns.
- Create graphics/photos on Canva or other platform to post on Facebook.
- Create photo albums on Facebook for events/programs.
- Make sure all posts are trauma-informed; posting content/trigger warnings when necessary and always sharing VPVA services.
- Monitor the Facebook Insights by keeping track of the page views, actions on page, page likes, reach, post engagements, page followers, etc.

**VPVA PE Social Media Specialist: Tasks pertaining to TWITTER**
- Manage the VPVA Twitter account.
- Respond to messages and replies in a timely manner. Alert VPVA Staff of any negative comments posted and wait their instruction on how to respond.
- Create a Twitter cover photo displaying necessary information about the office.
- Create graphics/photos on Canva or other platform to post on Twitter.
- Make sure all posts are trauma-informed; posting content/trigger warnings when necessary and always sharing VPVA services.
- Schedule Tweets via Hootsuite or other social media manager platform for when students are most likely on twitter to read tweets.
- Retweet and comment on other RUC accounts as well as national and state accounts related to VPVA mission.
- Use hash tags to help students follow our campaigns and educational tweets.

**VPVA PE Social Media Specialist: Tasks pertaining to INSTAGRAM**
- Manage the VPVA Instagram Account.
- Respond to messages and comments in a timely manner. Alert VPVA Staff of any negative comments posted and wait their instruction on how to respond.
- Create graphics/photos on Canva or other platform to post on Instagram (stories and as posts).
- Make sure all posts are trauma-informed; posting content/trigger warnings when necessary and always sharing VPVA services.
- Update Instagram story with educational pieces and videos/photos of programs/events regularly.

**VPVA PE Social Media Specialist: Tasks pertaining to SNAPCHAT**
- Manage the VPVA Snapchat account.
- Respond to messages and comments in a timely manner. Alert VPVA Staff of any negative comments posted and wait their instruction on how to respond.
- Create graphics/photos on Canva or other platforms to post on Snapchat.
- Make sure all posts are trauma-informed; posting content/trigger warnings when necessary and always sharing VPVA services.
- Post on snapchat during the days leading up to large programs and post videos/photos of programs/events.

**VPVA PE Social Media Specialist: Tasks pertaining to YOUTUBE**
- Manage VPVA YouTube account.
- Brainstorm creative ways to engage students using YouTube.
- Research how other violence prevention offices have utilized YouTube accounts.
- Collaborate with other Peer Educators to make creative videos related to VPVA mission.
- Promote our YouTube videos to students.
- Respond to messages and comments in a timely manner. Alert VPVA Staff of any negative comments posted and wait their instruction on how to respond.
- Make an educational playlist for topics, ones we make & share others like TedTalks.