

# BECOME A SOCIAL MEDIA ADVOCATE

## **Role title:** Social Media Advocate

**Role manager's title:** Volunteer Engagement Manager

### **Why we want you:**

Last year, food banks in our network gave out 2.1 million emergency food parcels to people facing hardship. Over 830,000 of these went to children - this is on top of an 81% increase in need over the past five years. No one in the UK should need a food bank's help. It's not right, and it's not inevitable. We know what changes are needed to move us closer to a future with no need for food banks, but lasting change happens when wider society thinks and acts differently about an issue.

In this role you will use your voice and inspire your online community to come together to end the need for food banks. Stand alongside us and help change minds by raising awareness of the Trussell Trust and the drivers of poverty that people using food banks are experiencing.



### **What will you be doing?**

- Use social media to inspire your online community and advocate to end the need for food banks.
- Help us change minds by raising awareness of the Trussell Trust and provide greater understanding of the experiences of people using food banks.
- We will give you the tools to support our national campaigns by providing a range of resources (including example social media posts, graphics, and articles) for you to use when creating content for your social media channels to engage your followers in the work of the Trussell Trust.
- Post updates regarding our work in local/private social groups, where appropriate.

### The skills you need:

- Working knowledge of at least one social media platform.
- Good online communication skills.
- An interest in communicating through social media.
- Access to a device that connects to the internet.



### What's in it for you?

- Help raise awareness of the issues that are locking millions of people into poverty.
- A social media toolkit to get you started in your role
- Regular communication from our Volunteer Engagement team on what is happening at the Trussell trust and how you can use social media to support this work.
- Access to resources that can be shared on social media channels



### How to sign up?

You can sign up by following [this link](#)

**Disclaimer:** Please note that this is a home-based opportunity and is not linked to local Trussell trust network food banks or their social media channels. The primary purpose of this role is to build awareness of the work of the Trussell Trust and help the Changing Minds strand of our strategy.