



4-H Junior Leader Technology/Social Media Officer Role Description

Qualifications:

- Understand how all social media accounts work for posting purposes
- Able to “tell” the community about the club, its activities, and special member activities on social media accounts and other media platforms
- Ability to create posts for social media and Junior Leader webpage, including making graphics through Canva, creating captions for photos and making reels- as well as making flyers for upcoming Junior Leader events, such as the Poinsettia Fundraiser.

Skills:

- Demonstrate social networking experience (examples: Facebook, Instagram, Twitter, etc.)
- Knowledge in writing, editing, (photo/video/text), presentation, and communication skills
- Positive attitude and team player
- Knowledge on photo/video taking

Responsibilities:

- Consult with the club officers/ advisors on what content to post
- Write articles about events and post on social media or send them into the newspaper.
- Use simple language in brief sentences that include necessary details related to the article you are working on.
- Manages the 4-H Club’s online presence through a website and/or various social media.
- Shares upcoming 4-H Club activities with members and the general public.
- Celebrates club and member successes with the online audience.
- Follows best practices for appropriate online interaction on behalf of the 4-H Club.

What you will gain from this:

- Career readiness skills
- Great way to highlight your knowledge on social media usage for Junior Leader purposes
- Ways you assisted to develop and curate engaging content for social media platforms
- An understanding of how to reach out to newspapers for publicity and news articles