



# Social Media & Storytelling Volunteer

## Role Purpose

The Social Media & Storytelling Volunteer supports Lakewood Pride's communication and visibility efforts by helping capture, organize, and share stories that reflect the organization's mission, values, and community presence.

This role focuses on **documentation and storytelling**, not marketing performance, online debate, or crisis response.

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## Primary Responsibilities

- Assist with capturing photos, short videos, or written reflections at events (with consent)
- Help draft captions, short posts, or story summaries using provided guidance
- Support content organization (labeling, uploading, or sorting media files)
- Share content ideas or observations with the Social Media Manager or leadership
- Help ensure community stories are represented with dignity and care

Tasks are **clearly defined in advance** and aligned with capacity.

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## Sensory Expectations

- Variable sensory environments when attending events (noise, lighting, movement)
- Optional participation in event-based content capture
- Screen-based work for organizing or drafting content
- Volunteers may opt out of specific environments or tasks

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## Social Expectations

- Limited real-time interaction
- Brief coordination with event leads or communications volunteers
- No expectation to engage in public comment threads or messages
- Story-sharing is informational, not performative

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## Energy Expectations

- Low to moderate energy demand
- Short, focused bursts of activity (e.g., taking photos, drafting a caption)
- Flexible pacing and asynchronous work supported
- No expectation of ongoing monitoring or daily posting

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## Skills & Qualities (Preferred)

- Interest in storytelling, photography, writing, or documentation
- Comfort following consent and content guidelines
- Attention to tone and respectful representation
- Basic comfort with phones, cameras, or shared documents

Professional media experience is **not required**.

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## Boundaries & Clarifications

- This role does **not** manage social media accounts directly unless assigned
- Volunteers do **not** speak on behalf of Lakewood Pride
- No expectation to moderate comments, respond to messages, or handle sensitive issues
- Final editorial decisions rest with designated leadership

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## Time Commitment

- Flexible and event-based
- Typically 1–3 hours per activity or event
- Some optional follow-up (organizing or sharing content)

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## Accessibility & Support



## Social Media & Storytelling Volunteer

Lakewood Pride supports this role by:

- Providing clear content guidelines and consent expectations
- Offering flexible participation options
- Supporting pacing, breaks, and task-sharing
- Respecting communication preferences

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### Why This Role Matters

Social Media & Storytelling Volunteers help Lakewood Pride:

- Preserve community moments and stories
- Increase visibility without pressure
- Communicate values through real experiences
- Build trust through authentic representation