



# Social Media Manager (Volunteer)

## Role Purpose

The Social Media Manager supports Lakewood Pride's mission by planning, creating, and managing digital content that communicates our values, programs, and community presence in a clear, respectful, and consistent manner.

This role focuses on **visibility, storytelling, and accurate information sharing**, not crisis response or personal advocacy on behalf of the organization.

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## Primary Responsibilities

- Manage and schedule posts on Lakewood Pride's social media platforms
- Assist with content planning aligned with organizational priorities
- Draft captions, event promotions, and informational posts
- Coordinate with designated staff or board liaisons for approvals
- Monitor messages and comments and flag issues for leadership review
- Maintain consistency with Lakewood Pride's tone, values, and brand guidance

*Specific platforms, posting frequency, and scope will be defined in advance.*

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## Sensory Expectations

- Low sensory demand
- Primarily screen-based work
- Optional attendance at events for content capture
- No requirement to work in loud or crowded environments

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## Social Expectations

- Limited real-time interaction
- Communication primarily via email, shared documents, or scheduled check-ins
- Clear written feedback and approval processes provided
- No expectation to engage in online conflict, moderation escalation, or emotional support

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## Energy Expectations

- Low to moderate energy demand

- Task-based work with predictable cycles (weekly or monthly planning)
- Asynchronous work encouraged
- Flexible pacing with defined deadlines

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### **Skills & Experience (Preferred)**

- Experience with social media platforms (e.g., Instagram, Facebook)
- Comfort writing clear, accessible content
- Basic understanding of content scheduling tools (or willingness to learn)
- Ability to follow brand and communication guidelines
- Reliability with timelines and communication

Prior professional experience is helpful but not required.

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### **Boundaries & Clarifications**

- The Social Media Manager does **not** speak on behalf of Lakewood Pride in a personal or political capacity
- This role does **not** manage crises, public disputes, or sensitive community issues
- Final authority over messaging rests with Lakewood Pride leadership
- No posting outside agreed-upon scope or platforms

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### **Time Commitment**

- Estimated **2–5 hours per week**
- Flexible scheduling
- Advance notice provided for major campaigns or events

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### **Accessibility & Support**

Lakewood Pride supports this role by providing:

- Clear brand guidelines and messaging priorities
- Written content calendars or planning tools
- Defined approval pathways
- Respect for communication preferences and access needs

Volunteers may request clarification, deadline adjustments, or role modifications at any time