

Advocacy Team Social Media Ambassador Volunteer Position Description

Reports to: Jessica Florez, Advocacy Team

Organizational Impact: This role plays a critical part in shaping public understanding and dialogue around an upcoming collaboration that will help Los Angeles return to no-kill. Thoughtful, strategic engagement on social media will help foster informed, positive discourse and build community support for this collaboration.

Position Summary:

The Social Media Ambassador serves as an extension of the Advocacy team, helping to elevate accurate information and reinforce key messages across social platforms. Volunteers in this role will engage in real-time and proactive conversations online, contributing to a respectful and constructive digital environment that reflects the organization's mission and values.

Time Commitment and Location of Work:

- Flexible commitment ranging from a few minutes a couple of days per week to a few hours weekly, depending on campaign needs
- Fully remote; volunteers can participate from any location in the US

Core responsibilities:

- Participate in a live training session or review a recorded training to understand messaging, tone, and engagement expectations
- Collaborate with an assigned Advocacy team member to receive guidance on priority content and engagement opportunities
- Monitor and engage with relevant social media content, including Facebook groups, posts from Los Angeles City Council members, and other public discussions
- Provide thoughtful, respectful, and mission-aligned responses that help position Best Friends' Los Angeles proposal in a clear and favorable light
- Amplify accurate information and help redirect misinformation when appropriate
- Track and report volunteer hours through the Best Friends volunteer database

Qualifications/Requirements:

- Comfortable using social media platforms (particularly Facebook)
- Confident engaging in public-facing online conversations
- Willing to use a personal social media account for engagement



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- Strong written communication skills and ability to convey thoughtful tone in digital spaces
- Alignment with Best Friends Animal Society's mission and advocacy approach
- Create an online volunteer account in Best Friends Volunteer Database
- Sign a Non-Disclosure Agreement

Confidentiality & Professional Expectations

Volunteers in this role may be exposed to internal strategies, messaging guidance, and campaign priorities that are not public facing. All Social Media Ambassadors are expected to maintain strict confidentiality and not share internal information, guidance, or materials outside of approved channels. Additionally, ambassadors are expected to represent the organization with professionalism, always engage positively and respectfully, and adhere to provided messaging and engagement guidelines.

***Please email nationalvolunteers@bestfriends.org
if interested in volunteering!***