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Facebook Engagement Booster Volunteer Position Description

Reports to: Kim Beck, National Volunteer Department

Organizational Impact: Remote volunteers are an integral part of many departments at Best Friends Animal Society. The National Volunteer Dept at Best Friends has extensively used 2 volunteer Facebook groups to recruit volunteers for various volunteer roles in the organization. Facebook's algorithm shows posts to more people when the posts have a lot of engagement (likes, shares and comments). Increasing engagement will help ensure that departments have the volunteers they need to fulfill our mission to end the killing of cats and dogs in America's shelters.

Position Function/Goals/Deadlines:

Volunteers engaging with our posts will help them get seen by more people and will ensure volunteer requests are fulfilled.

Time Commitment and Location of Work:

- Volunteer work will be performed remotely from the volunteers' own homes
- Work can be completed in as little as 15 minutes per week!

Core responsibilities:

- Join our 2 volunteer Facebook groups: [Volunteers at Best Friends Animal Sanctuary | Facebook](#) and [National Volunteers for Best Friends Animal Society | Facebook](#)
- Look for recent volunteer posts in the group made by *Kimberly Beck* or other Best Friends staff that advertise open volunteer roles. "React," comment and share these posts as much as possible.
 - Comments can be anything! Observations about the position being offered are welcome (For example, "This sounds like an exciting volunteer role!" or "What a great way to contribute to the Best Friends mission!") as are observations about the photo with the post ("What a cute dog! He looks like my Rex at home." "Is that cat adoptable at Best Friends?"). You can also ask a question about the role ("Can this be done at home?" "How many volunteers do you need?" etc etc).



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- It also helps to comment and remind people that they can share the info on their own Facebook page by copying and pasting the content of the post. (“I don’t have the skills for this role, but one of my friends might so I have copied this info onto my own personal Facebook page.”)
- Clicking on the photo also helps!
- We need engagement most when the posts are first made. Please take note of which posts are for roles still open to volunteers. No need to comment on posts where the positions have been filled or the event has passed.
- Please note that because of group settings, posts can only be “shared” from the National Volunteers Facebook group. Posts on the Sanctuary Volunteers group can be copied and pasted on people’s personal Facebook pages.
- Once you have accumulated 15 minutes of volunteer time, track and input hours into the volunteer database.

Qualifications/Requirements:

- Must have a Facebook account and join our Best Friends Volunteer Facebook groups

Please email nationalvolunteers@bestfriends.org if interested in volunteering