



Social Media Ambassador Role Description

Term: 1 year commitment

Time Commitment: 1 to 2 hours per month + 1 hr social media workshops 2x a year

Time Schedule: Infrequent

Objectives:

To increase awareness of the mission, vision, and work of Stella's Place while supporting the organization in their communications.

Responsibilities:

- Following Stella's Place on all social media platforms that you currently use
- Liking, sharing and interacting with posts and content as much as possible
- (Optional) reposting graphics for major campaigns 2x per year, such as our Get Reel Mental Health Film Festival
- Attending brief training sessions on how to communicate in our brand voice, accessibility on social media, best practices, etc

Expectation/Criteria:

- Able to answer questions about the history of Stella's Place, the need for these services, and why Stella's Place is important to you personally
- A minimum of a 12-month commitment is required
- Able to attend mandatory social media training at Stella's Place (approx 2x/year)
- Adhere to accessibility and inclusivity standards
- Able to engage with Stella's Place social media platforms often



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Desired backgrounds/qualifications:

- A strong understanding of and commitment to Stella's Place mission, vision, values and delivery approach
- A basic understanding of how social media platforms operate
- Lived experience of young adult mental health challenges either personally or as a friend/parent/guardian
- An existing platform that is used to promote mental health (such as an Instagram account, blog, etc)
- Knowledge of the mental health challenges facing young adults in Toronto (Ontario & Canada) is helpful but not essential
- Experience in charitable fundraising is helpful but not essential
- Being located in Toronto/GTA is helpful but not essential

Advantages to becoming a social media ambassador:

- A way to support young adult mental health
- A way to give back and get involved in shaping the mental health sector in Toronto
- Volunteer experience to put on your resume
- Social media and communications training by SP staff
- Mental health advocacy training by SP staff
- Accessibility training by SP staff
- (Optional) get featured as a volunteer
- Consistent volunteer appreciation

Does this sound like you?

[Please apply via the Social Media Ambassador Form](#)