



WEST LOTHIAN BIKE LIBRARY CIC – SOCIAL MEDIA COORDINATOR

Role Profile for **Social Media Coordinator Volunteer**.

The Organisation:

West Lothian Bike Library (WLBL) is a not for profit, community interest company. We help people to get active and connected through cycling and associated activity. We aim to tackle inequalities in health by making cycling an activity for all, regardless of background, income or ability.

Our projects and activities aim to improve health and increase independence, confidence, employability and skills. Where cost is a barrier to cycling, we donate and/or loan free of charge recycled bikes to those in need.

WLBL runs an Inclusive Cycling scheme with a pool of adaptive bikes for people with additional support needs. We offer training and led rides, designed to help improve cycling confidence.

The Role:

This role is about promoting WLBL activities, social objectives, overall goals and brand.

- Raise the profile of WLBL with the aim of increasing use by individuals experiencing health inequalities and increasing donations and income generation.
- Publish WLBL activities and cycling related events to WLBL Website and Social Media sites such as Facebook, Twitter, Instagram etc.
- Ensure communications and engagement are in alignment with WLBL goals and ethos.

Responsibilities:

- Participate in appropriate training to become familiar WLBL goals and objectives.
- Keep up to date with WLBL goals and activities.
- Regular posting on WLBL website, facebook, twitter and other social media as appropriate.
- Review of communications from other related cycling organisations for appropriateness of sharing on WLBL website and social media.
- Use of social media tools to optimise effectiveness of posts.
- Monitoring of Website and social media.
- Responding to messages and comments within agreed boundaries.
- Seek prior approval from board of Directors before issuing publications.
- Make timely referrals to the Project Coordinator to provide response to queries outside of role remit.
- Carry out all tasks with respect to the health and safety of yourself and others.
- Demonstrate respect for other volunteers, cyclists and staff.
- Maintain the confidentiality of data and information belonging to WLBL, their staff, volunteers and Customers.
- Attend further training sessions as appropriate.

All volunteers must agree to our [Volunteer Commitment](#) prior to commencing a role with us.

Personal Requirements:

- Aged 18 or over.
- Reliable
- Attention to detail.
- Good understanding and experience of social media for business
- Experience of website design/publishing using Wordpress.
- Enthusiastic about cycling.
- Motivated and able to use initiative.

Location:

WLBL is located at Crofthead Community Centre. However, this role is home based with occasional travel to meetings. Expenses will be paid in line with WLBL Expenses Policy.

Commitment Required:

Flexibility exists in the timing of hours worked in this role

Posting messages to social media requires a minimum time commitment of 1 hour weekly, but these can be pre-scheduled using social media tools.

Regular updates and monitoring of social media is a requirement - checking comments and direct messages throughout the week, however responsibility of this is shared amongst volunteers.

A minimum time commitment and the expected duration of the volunteering experience will be discussed and agreed by the Project Coordinator prior to the Volunteer undertaking any training.