

TikTok Content Creator Volunteer

What does the role involve?

(Youth Role) Age Group: 18-25 years old

As a TikTok/ Social Media Content Creator Volunteer, you will play a key role in engaging young people with health and social care issues in Hereford. You will create engaging, informative, and entertaining TikTok videos that raise awareness about various health topics, promote Healthwatch Herefordshire's initiatives, and encourage community participation.

Key Responsibilities:

- **Ambassadorship:** Be a positive ambassador for Healthwatch Herefordshire, upholding its values and reputation.
- **Community Engagement:** Engage with people to gather views around health and social care.
- **Content Creation:** Develop creative and engaging TikTok videos on topics related to health and social care, incorporating current trends to maximize reach and engagement.
- **Vlogs and Social Media:** Create content for vlogs and social media that represents the values of Healthwatch Herefordshire and captures the public's views on health and social care services.
- **Platform Expansion:** Assist in launching new social media channels, initially TikTok.
- **Campaign Support:** Assist in promoting Healthwatch Herefordshire's campaigns, events, and initiatives through TikTok.
- **Analytics:** Monitor and report on the performance of TikTok content, providing insights and suggestions for improvement.

What Will You Get Out of It?

- Develop new skills and confidence in the workplace, boosting your CV and contributing to programs like the Duke of Edinburgh Award.
- Gain knowledge of the health and care sector and how services are run, potentially contributing to a future career pathway.
- Become part of a friendly and dedicated team, meeting new people and making new friends.
- Help get the public's voice heard, making a meaningful impact in the community.
- Receive a certificate of volunteering and recognition on Healthwatch Herefordshire's platforms.

Skills Needed

- Experience using different social media channels.
- Proficiency in video filming, creation, and editing.
- Comfortable volunteering from home with access to the internet and email.
- Able to use your own initiative while being comfortable asking for help when needed.
- Excellent verbal and written communication skills.
- Strong creative skills with a flair for producing engaging and entertaining video content.
- Genuine interest in health and social care issues and a desire to make a positive impact in the community.
- Basic video editing skills and familiarity with video production tools.

What Will You Get Out of It?

- **Skill Development:** Develop new skills and confidence in the workplace, boosting your CV and contributing to programs like the Duke of Edinburgh Award.
- **Sector Knowledge:** Gain knowledge of the health and care sector and how services are run, potentially contributing to a future career pathway.
- **Community:** Become part of a friendly and dedicated team, meeting new people and making new friends.
- **Impact:** Help get the public's voice heard, making a meaningful impact in the community.
- **Recognition:** Receive a certificate of volunteering and recognition on Healthwatch Hereford's platforms.

Time Commitment

Our volunteering roles are flexible and fit around your schedule. Ideally, our local Healthwatch volunteers can make a regular commitment on a weekly or monthly basis, but this role can also be ad-hoc to suit your lifestyle. We will work closely with you to ensure your volunteering role fits with your personal and social commitments. This role will be involving multiple locations around the county covering some events also completing tasks at home.