



**Girl Scouts of the Missouri Heartland**  
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210 S. Ingram Mill Road | Springfield, MO 65802

## **Social Media Teen Liaison**

### ***Volunteer Position Description***

**Summary:** The social media teen liaison is responsible for advising council staff about the use of social media to reach girl members, as part of a team of three to five teens. She may support council social media efforts through blogs, Facebook posts, and/or tweets on behalf of the council, hosting a girl column on the council website, and/or maintaining communication through other social/media venues. This position is available to Girl Scout Seniors and Ambassadors, and is held at the regional or district level. The nature of this position requires the individual to provide indirect service to girls.

**Term of appointment:** The social media teen liaison is appointed for a one-year term that is renewable upon completion of evaluation processes.

**Supervision:** The social media teen liaison reports to the staff public relations/digital media manager.

**Support:** The social media teen liaison receives support, guidance, and encouragement from the staff public relations/digital media manager and the volunteer support coordinator. She has access to relevant learning opportunities and materials that prepare for and support this role.

### **Responsibilities:**

- Advise council volunteers and staff on the use of social media to reach girl members.
- Continually update council volunteers and staff of new social media trends.
- May host social media platform on behalf of the council on the council Web site.
- May contribute to social media posts (blogs, tweets, etc.) on behalf of the council
- Be guided in all actions by the Girl Scout Mission, Promise and Law.
- Remain informed and comply with the most current policies, procedures, and guidelines of Girl Scouts of the Missouri Heartland and Girl Scouts of the USA.

### **Qualifications and core competencies:**

- **Personal integrity:** Demonstrate dependability, honesty, and credibility.
- **Adaptability:** Adjust, modify own behavior, and remain flexible and tolerant in response to changing situations and environments.
- **Oral communication:** Express ideas and facts clearly and accurately.
- **Foster diversity:** Understand, respect, and embrace differences.
- **Computer skills:** Access to email and the Internet and knowledge of social media.
- **Additional requirements:**
  - Empower girls to lead activities, learn by doing, and cooperate with others on current issues that involve their interests and needs, while having fun.
  - Must be a registered Girl Scout Senior or Ambassador.