

## Social Media Officer (SMO) / Team

### Major responsibilities:

1. Website and Facebook page management and upgradation to make it more attractive and user friendly.
2. Develop and execute a comprehensive social media strategy.
3. Create high-quality, engaging content (text, images, videos) for social media platforms. The minimum number eighteen video clips per year but not less than one video per month.
4. Posting / uploading videos and pictures provided by the management after improving their quality if required.
5. Manage and schedule content using different social media tools like face-book, twitter and Instagram etc.

Ensure all content aligns with the Mercy Pak School values and mission, maintaining a consistent tone and visual identity across all platforms.

### Awareness and Visibility:

Increase awareness about the mission, vision, activities of Mercy Pak School and impact through consistent and compelling storytelling and success stories.

Special emphasis on Face-Book, Instagram and Twitter through a coordinated strategy Foster a sense of community by engaging with followers, responding to comments, and creating interactive content that encourages participation.

Increase engagement of audience / viewers through interactive strategies and strategic campaigns.

Consistent Hashtag Use: Employing a unique hashtag across all campaign posts helps in tracking conversations and measuring reach.

Developing and hosting live sessions with students and graduates of other institutions to provide insights into the Mercy Leadership Academy work and encourage donations.

### Fundraising and Donations:

Ensure donor attraction through social media preferably through donor management software.

Develop campaigns and contents that effectively drive donations and support, highlighting the needs of the children and the impact of contributions.

Targeting donors based on demographics and interests to allow for personalized communication and appeals.

### Volunteer Recruitment:

Promote opportunities for volunteering and involvement, showcasing the benefits and experiences of volunteers.

**Transparency and Trust:**

Maintain transparency by sharing updates, success stories, and financial information to build trust with the audience.

**Educational Content:**

Share educational content about the importance of supporting Mercy Pak school and the challenges faced by the underprivileged children.

**Event Promotion:**

Effectively organize, promote events, fundraisers, and special activities to ensure maximum participation / support and follow up with donors who pledge for support.