

## **Job Title: Social Media Coordinator**

### **Description:**

IAmCollegeLife is seeking a passionate Social Media Coordinator to manage and grow our online presence. This role involves creating and scheduling content to promote our mission of supporting autistic individuals aged 16 and over in their transition to independent living. The ideal candidate will have experience in social media strategy, excellent communication skills, and/or a passion for promoting inclusion and empowerment. Join us in making a meaningful impact through engaging digital storytelling.

The frequency of social media promotion for IAmCollegeLife should strike a balance between staying visible and not overwhelming our audience. Here's a general guideline:

### **1. Platform Posting Frequency:**

- **Instagram/Facebook:** 3-4 times per week. This can include a mix of posts, such as success stories, resources, testimonials, event updates, and community engagement.
- **Twitter/X:** 3-4 times per week. Due to its fast-paced nature, you can post more frequently, including quick updates, links to blog posts, or inspirational quotes.
- **TikTok:** 3-4 times per week. TikTok thrives on creativity, so short, engaging videos that highlight success stories, tips, community events, or behind-the-scenes moments can resonate well.
- **LinkedIn:** 2-3 times per week. This platform is ideal for sharing professional resources, partnerships, and success stories, especially those related to employment and career development.

### **2. Engagement:**

- Daily engagement is key responding to comments, messages, and sharing relevant content from partners, supporters, or influencers in the autism and independent living space.

**This is an unpaid position. While we are unable to offer compensation, we provide invaluable opportunities to gain experience, make a meaningful impact, and be part of a passionate team dedicated to supporting individuals with autism in their transition to independent living.**