# **Digital Communications Volunteering Opportunities**

Healthwatch is the champion for people using health and social care services. We listen to people’s views about health and social care services including their experiences and encourage health and social care services to involve people in decisions that affect them. We rely on volunteers like you to help make services better. Here’s how you can get involved with us through our activities.

### **Social Media Marketing Volunteer Role**

**Overview**

Do you enjoy engaging with the public whilst sharing your digital skills? Help us raise awareness by creating content for our social media channels. This Social Media Marketing volunteer role allows you to make a significant impact by increasing the visibility of Healthwatch in Westminster and Kensington and Chelsea and encouraging more people to get involved.

We are currently present on Facebook, Instagram and X (previously known as Twitter) and we also have a monthly newsletter.

**Tasks**

* Creating captivating content for our social media sites and platforms, which may include through posts, reels, stories, website/newsletter banners and other creative multimedia content
* Using social media to promote our achievements and activities across Westminster/RBKC
* Raising awareness about national health and social care campaigns and organisations, for example NHS campaigns
* Keeping up to date with the Healthwatch England national campaigns calendar
* Aim to produce a minimum of 2 social media content per week.

**Personal specification/requirements**

* Experience of using different social media platforms including Facebook, Instagram and X
* Access to the internet/email
* An interest in creating visual content such as digital graphics or video.

**Time Commitment**

* A weekly commitment
* You will be asked to give at least three hours per week to the role of Social Media Marketing volunteer though we are very flexible. We can discuss and agree your time commitment.

## **Website Communications Volunteer**

**Overview**

At Healthwatch, we use our website to engage with people. This includes by encouraging them to share their experiences with us, providing them with information and signposting, sharing important local health and social care news and showcasing our studies and reports, detailing how we use their voices to help shape and improve health and care services.

**Tasks**

* Creating news articles and blogs about our projects, national campaigns, evolving public health policies, local events, and public health consultations that people can get involved in
* Reviewing key partner websites for relevant news items to amplify
* Aligning social media content with website content
* Reviewing the website's usability and providing feedback to improve user experience
* Researching and creating Advice and Information blogs on health and social care issues
* Aim to produce a minimum of 2 articles per week.

**Personal specification/requirements**

* Experience of using Microsoft Office, including Word
* Ability to write in a clear and simple style, in line with the Healthwatch tone (we have training and guidance available to support you with this)
* Ability to understand the different ways of communicating with various audiences

**Time Commitment**

* A weekly commitment
* You will be asked to give at least three hours per week to the role of Website Communications volunteer though we are very flexible. We can discuss and agree your time commitment.

## **Postal Newsletter Volunteer**

**Overview**

Our monthly newsletter helps us to connect with community members by informing them about health and social care news, our advice and information, and our latest reports. Currently, our newsletter is distributed digitally, and we will need your help in making the newsletter more accessible by transforming it into a printed version to reach people without online access.

**Tasks**

* Summarising our key website blogs and news articles to be included in each monthly newsletter
* Aligning the content with the digital newsletter
* Assisting in editing and proofreading content for clarity and accessibility
* Selecting appropriate images to enhance readability and engagement.
* Distributing the newsletters through post (e.g. preparing addressed letters)

**Personal specification/requirements**

* Experience of using Microsoft Office, including Word
* Ability to write in a clear and simple style, in line with the Healthwatch tone (we have training and guidance available to support you with this)

**Time Commitment**

* A monthly commitment
* The newsletter is produced on a monthly basis. You will be asked to give approximately 1 day per month for this role, which will include developing the newsletter, collecting the newsletter from the office, and preparing the newsletters to be distributed via post.
* We are very flexible and can discuss and agree your time commitment.