



Communications Team

Goal/Mission:

To enhance the outreach of the Southwest Virginia Medical Reserve Corps by using social media platforms and websites to share real-time preparedness information, public health education messages, encourage volunteer engagement and to highlight volunteer activities.

Responsibilities:

- Answer ALL alerts received from VVHS.
- Select one of the communication options (Facebook, Instagram, Canva, Wix) to provide support to the Unit Coordinator
- As appropriate read, review and sign the Social Media policy of the Southwest Virginia Medical Reserve Corps
- Work with Unit Coordinator during times of deployment to ensure information being shared is appropriate and is approved for the situation.
- Notify the Unit Coordinator of any messages which may be threatening or inappropriate for follow-up action.
- Document all hours in [SWVA MRC Hours and Responsibilities](#)

Desired Results: To keep the lines of communication open with volunteers, especially during emergencies; to communicate volunteer activities and accomplishments to a broader audience; to build a sense of community with the Unit volunteers; share public health education messages.

Expectations: Communication team members will adhere to Social Media policy (as appropriate for assignment), support the mission of the SWVA MRC by posting timely and appropriate messages on a variety of platforms, and provide communication support to the Unit Coordinator.

Qualifications:

- Approved member of the SWVA MRC
- Fluency in Facebook, Instagram, Canva and/or Wix

Time Commitment: Dependent upon which communication tool is assigned to team member, as well as needs of Unit Coordinator

Location/Site: Remote/Virtual Volunteer Opportunity

Supervision and Support: SWVA MRC Unit Coordinator

Benefits: Development of marketing skills, help to build a sense of community with SWVA MRC volunteers, professional skills development.

5/8/23