



COVID-19 YOUTH AMBASSADOR VACCINE CAMPAIGN

Description of the Position

WellFort Community Health Services is looking for youths who are **engaging, creative, and want to make a difference amongst their peers**, to help us spread truthful, and factual information about the COVID-19 vaccines through their own 1-month long social media campaign.

The goal of their campaign is to connect youth with accurate information about COVID-19, and the available vaccines. The goal is **not** to convince people to take the vaccine.

The position comes with a \$500 honorarium if you are selected. Volunteers will be entered for a chance to win a grand prize of \$1 500 if your campaign is successful, based on the set evaluation criteria.

When you apply you will be asked to submit a sample of original social media posts (flyers, videos, infographics). This will give us a chance to see the quality of your work. These posts will be submitted through Survey Monkey for approval.

Successful candidates will launch their campaign for 1 month. You may be selected to run your campaign for the first month (May 1st - May 31st) or the second month (June 1st- June 30th)

Summarize the Role

- As a Youth Ambassador you will use your social media account to create a series of social media posts. Ambassadors can use (1) or more of the following social media platforms: Instagram, Twitter, Snapchat, Tik-Tok, or Facebook
- Social media posts must be creative, engaging, factual, and informative.
- You decide how many times you post in a week; we are looking for quality over quantity. The MORE creative and engaging your social media content, the better!
- You must track how your posts are doing on social media. (e.g. on Instagram you would record likes, comments, views, and any other relevant engagement stats.)
- You must not spend more than 40 hours on the campaign.
- As a Youth Ambassadors, you are representing WellFort Community Health Services. When interacting with your online community you should be helpful, courteous, and respectful

.Job Duties

- Create engaging social media outreach campaign in order to clear up COVID-19 myths and rumors
- Record and report the social media statistics (engagement) to WellFort
- Connect your online community with WellFort's COVID-19 Campaign, and refer people to WellFort Office if they have more questions!
- Assist with outreach
- Be good at using Microsoft Word, Microsoft Excel, and Google Docs

Qualifications and Skill Requirements

- Must currently be In High school, College, or University
- 2-3 years of related social media experience (Instagram, Twitter, TikTok, Snapchat, or Facebook)
- Ability to engage the online community through posts, or social media events.
- Excellent communication, and design skills
- Canva, Microsoft Excel, Microsoft Word and Google Document experience is a plus
- Diverse personal experience is an asset

Selection Criteria

We are looking to select the youth who have the most creative, fun, and engaging social media campaign.

You will be rated on:

- **Innovation** (How new are your ideas)
- **Creativity** (Can you put a new spin on something familiar/using popular memes)
- **Engagement** (How well is your content received, do other people enjoy it)

Important Timelines to Note:

- Deadline to submit- 4pm EST, April 18th, 2021
- Review Committee deliberation: April 19- April 21, 2021
- Decision made and candidates notified: April 22 & 23rd, 2021
- Onboarding: April- 26- 30, 2021
- Individual campaign launch:
 - ❖ First Group of successful candidates campaign launch timeline: May 3rd- May 31st and
 - ❖ Second group of campaign launch timeline: June 1st- June 30th.

WellFort promotes the principles of anti-oppression and adheres to the tenets of the Ontario Human Rights Code. We also encourage youths of all races, ethnic origins, religions, abilities, health statuses, gender identities and expressions, and sexual orientations to apply.

Contact us: VolunteerA.Admin@wellfort.ca or (647) 201-0442 or (416) 407-2206

Submit your application via the Survey Monkey Link:

<https://www.surveymonkey.com/r/VaccineCampaign>

An example of a Social Media Plans:

Share a flyer about the COVID-19 vaccine on Monday, post a video informing your followers about COVID-19 testing sites, and vaccination clinics, and on Friday you share statistics on the effectiveness of the vaccine(s).



Social Media Plan Template Example: 1 Month, 3 Posts a Week.

	Weekly Post	Weekly Post	Weekly Post
Week 1	Covid 19 Video – See example: https://www.cnn.com/videos/health/2020/12/11/team-halo-project-coronavirus-vaccine-pkg-stewart-vpx.cnn	Covid 19 meme https://i.redd.it/tz6dv1fd5bk41.png	Covid-19 FAQ – See examples: https://www.instagram.com/who/?hl=en
Week 2	Vaccination Centre Resource https://www.peelregion.ca/coronavirus/vaccine/	Covid-19 Info Graphic – See example: https://twitter.com/OttawaHealth/header_photo	Wear a mask (Meme) https://images.complex.com/complex/images/c_fill,dpr_auto,f_auto,q_auto,w_1400/fl_lossy,pg_1/kfrtmfx6zqle32xcxcqg/future-mask-on-complex-music?fimg-ssr-default
Week 3	What is the Covid 19 Vaccine https://www.who.int/news-room/q-a-detail/coronavirus-disease-(covid-19)-vaccines	Engagement Post (MEME) https://i1.wp.com/diabilityvisibilityproject.com/wp-content/uploads/2021/02/4zpeot.jpg?w=508&ssl=1	What is Covid 19 https://www.who.int/news-room/q-a-detail/coronavirus-disease-covid-19
Week 4	Engagement Post (meme) https://ruinmyweek.com/wp-content/uploads/2020/03/hand-washing-memes.jpg	Graphics - Inspirational quotes, stats, facts https://centreforsleep.com/assets/components/phpthumbof/cache/thankyoufrontline-01.2663c3c969ddef26829a9af8593fdc5.png	Covid- 19 Vaccination Post * <i>drive engagement with questions</i> https://www.mayoclinichealthsystem.org/-/media/national-files/images/hometown-health/2020/how-vaccines-work-illustration.jpg



Social Media Campaign Template Example:

Week 1			
Post	Message	Graphic/Media	Posting information
Post 1	WellFort is offering vaccines for people 70+ years old! For more information call (xxx) xxx - xxxx or visit: [url] #COVID-19	Link to Content	Month, Date, Time
Post 2			
Post 3			

Note: to reduce barriers, always include a phone number along with a url when asking followers to book, or learn more information.