DIGITAL LEADERSHIP COUNCIL ROLES AND RESPONSIBILITIES

ROLES

• **Digital leader**
  o Create, develop, and implement digital strategies to boost engagement and awareness of Operation Smile Student Programs’ initiatives.
  o Help maintain editorial calendar for posting on the @osstudpro social media pages.
  o Own the Operation Smile Student Programs TikTok channel.
  o Expand regional presence online through social media platforms; connect and communicate online with regional clubs and school leaders to support them in their digital efforts.
  o Support Student Programs’ content manager and content coordinator in all social media efforts.

• **Brand ambassador**
  o Demonstrate dedication to Operation Smile Student Programs visions and goals.
  o Embrace the Brand Room and ensure that all your communication aligns with how to properly talk about Operation Smile.
  o Bring your ideas, enthusiasm, and compassion to the team.
  o Represent the needs, concerns, and ideas of your peers.
  o Carry yourself professionally online, on social media and in all communications – both personally and professionally! Remember, you’re a representative of Operation Smile, and you should act accordingly!

REQUIREMENTS

• High schoolers sophomores and older can apply to be on this council.
• International high schoolers are also welcome to apply.
• All students must be in good standing academically.
• Students must have experience in working with social media and web platforms.
• Students must have been involved with Operation Smile for at least one year.
• Students must be a current member of their Operation Smile club.
• Students must have attended an International Student Leadership Conference.

RESPONSIBILITIES

• **General expectations**
  o Brainstorm and collaborate with Student Programs’ content manager and content coordinator to produce engaging, effective, and fun social media strategies.
  o Write posts and contribute to stories on Student Programs social media channels.
  o Engage with Student Programs’ audiences to help address questions and concerns as well as identify possible story leads.
  o Be an active participant on digital campaigns.
Help tailor social media campaigns to your region and share with regional leaders.

Provide feedback to the content team that evaluates effectiveness of digital media content and campaigns.

Reply to all phone calls, texts, and social media messages within the next day; reply to emails within two days.

Represent the Operation Smile brand professionally online, on social media and in any written, photographic, or content form:
- Adhere to all Operation Smile brand policies and guidelines (www.brand.operationsmile.org)
- Follow Operation Smile writing style
- Write without grammatical errors or jargon, or inflammatory language
- Be culturally sensitive and aware in all your communications

**Participation**
- A one-year term limit applies to all members. At the end of the first year, a member may re-apply for a second term.
- Any member may resign or take a leave of absence at any time.

**Meetings**
- Team meetings will be held regularly through Zoom.
- Additional tasks will be assigned as necessary.
- **Online training:** all members will be expected to attend an online training once accepted.