

DIGITAL LEADERSHIP COUNCIL ROLES AND RESPONSIBILITIES

ROLES

- *Digital leader*
 - Create, develop, and implement digital strategies to boost engagement and awareness of Operation Smile Student Programs' initiatives.
 - Help maintain editorial calendar for posting on the @osstudpro social media pages.
 - Own the Operation Smile Student Programs TikTok channel.
 - 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.
 - Support Student Programs' content manager and content coordinator in all social media efforts.
- *Brand ambassador*
 - Demonstrate dedication to Operation Smile Student Programs visions and goals.
 - Embrace the Brand Room and ensure that all your communication aligns with how to properly talk about Operation Smile.
 - Bring your ideas, enthusiasm, and compassion to the team.
 - Represent the needs, concerns, and ideas of your peers.
 - 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*
 - Brainstorm and collaborate with Student Programs' content manager and content coordinator to produce engaging, effective, and fun social media strategies.
 - Write posts and contribute to stories on Student Programs social media channels.
 - Engage with Student Programs' audiences to help address questions and concerns as well as identify possible story leads.
 - Be an active participant on digital campaigns.



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- 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.



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