

Social Media Coordinator

Community Partner: UWEC Children's Nature Academy

Status: Approved

Hours: 30

Ongoing need: Yes

Number of Students: 1-2

Compensated: No

Mission Statement: The mission of the Bluebird Experience is to create, motivate, and inspire people on how to become a citizen scientist, when they connect with nature and use technology effectively. Bluebird Experience fosters learning and academic excellence, by working with scientists, educators, and nature enthusiasts to restore songbirds and habitat, to create a sustainable, fulfilling, and academically enriching environment for our community and for science.

Service: Bluebird Experience is in need of a highly motivated student with passion and experience in social media, including facebook, twitter, google+, YouTube, and WordPress. Responsibilities would include building and maintaining our content distribution network, by way of social media channels, as well as creating content for these social media sites. There will also be opportunities for social media campaigns, and this student would be responsible for coordinating and distributing this information.

Objectives: The purpose of this project is to create an ongoing communication with followers and friends of Bluebird Experience and the Children's Nature Academy. This will enhance the purpose of the Children's Nature Academy, which is to create an ongoing living and learning community, so that children can see and participate in an up close view of nature.

Skills: great written and verbal communication skills, self-motivated, personal accountability, passion for social media communication, organized, understanding of social media sites & WordPress

Availability Requirements: This is a very flexible position, due to the nature of the majority of hours being fulfilled via 'online time'