





# 1. Social media contributor

## **Volunteer position**

Content published on our social media pages has been, and still is, an integral part of The Nutrition Press. Through our social media pages we aim to keep students and young nutrition professionals informed and up-to-date with the latest nutrition news and personal perspectives. Our social media pages combined reach up to 200,000 people per month and you will have the opportunity to influence our audience directly.

This role would be perfect for someone who is studying or working part-time. The flexibility of social media means that you are able to plan and schedule posts in advance, and can easily work around a busy schedule.

Please note that this is a volunteer position.

## **Role statement**

The following points outline the role and its expected commitments:

- We are looking for a number of volunteers who have a passion for nutrition and communications to contribute daily social media content to The Nutrition Press' Facebook and Twitter pages
- Successful applicants will be involved in researching, developing and posting interesting and engaging social media content targeted at nutrition students and young health professionals
- The successful applications will be expected to make a total of two to three posts on our social media daily. This will include content from The Nutrition Press and other news/media outlets. Replying to relevant comments and direct messages in a timely manner is also expected.
- Content published on The Nutrition Press must be in-line with our aims and mission statement. Content should aim to be a mix of evidence based information and easy to digest visuals (eg. memes, infographics, etc.)
- Nutrition content writers should expect to commit approximately two to three hours per week to developing and communicating social media content for The Nutrition Press.

## **Selection criteria**

- Currently a student or new graduate (less than two years since graduation) who is completing/ has completed a university level nutrition, dietetics, health science (with nutrition major) or public health nutrition course.
- Have a strong understanding of evidence-based practice and an ability to understand and critique scientific literature.
- Interested in developing your social media and digital communication skills
- No previous experience is necessary! We encourage students and young nutrition professionals of all ages and experience levels to apply.
- Applicants must be enthusiastic about nutrition, organised and **committed until August 2018**

## **How to apply**

Please send the following to [director@thenutritionpress.com](mailto:director@thenutritionpress.com) with the title "Application: Social Media Contributor":

- A copy of your resume (Microsoft Word or PDF format only)
- A few sentences on what *you* could add to The Nutrition Press team (we love unique perspectives and interests)
- A completed copy of the following task (Microsoft Word or PDF format only):



1. Choose two of the following articles and create **one Facebook** post and **one twitter** post for each. Please include post text, title, images (if relevant), hashtags (if relevant) and a link to the article:

<http://thenutritionpress.com/multivitaminsdebunked/>

<http://thenutritionpress.com/surgery-to-treat-obesity-weighty-step-or-the-best-approach/>

<http://www.abc.net.au/news/2017-07-26/sugar-in-heinzs-toddlers-snack-naturally-occurring/8745884>

<https://theconversation.com/a-healthy-diet-is-cheaper-than-junk-food-but-a-good-diet-is-still-too-expensive-for-some-57873>

**Applications close at 11.59pm AEST Sunday 29 October 2017**

