

Data Science Volunteer

About Aqlity: Aqlity stands at the forefront of transformative humanitarian assistance, driven by principles of agility, accountability, and quality. Our commitment to leveraging technology for social good guides our efforts in making a positive impact on communities affected by crises. As a Social Media Volunteer, you have the unique opportunity to contribute to our mission by enhancing our social media presence and engagement.

Role Overview: Your role as a Social Media Volunteer is to infuse creativity and strategic thinking into our online presence. From crafting compelling captions and creating engaging video content to managing our image archives, your contributions will play a vital role in fostering outreach and collaboration. Join us in leveraging social media to share our story and make a difference in the humanitarian landscape.

Responsibilities:

1. **Caption Creation:** Write captivating captions for social media posts that align with our mission and engage our audience effectively.
2. **Image Curation:** Find and edit high-quality, high-resolution images for use in social media content, ensuring visual consistency and appeal.
3. **Archival Digitization:** Select and digitize images from our archive, editing them for optimal presentation on digital platforms.
4. **Hashtag Strategy:** Implement effective hashtag strategies to maximize the reach and impact of our social media content.
5. **Video Creation:** Develop engaging Instagram video reels to convey our message creatively and enhance user interaction.
6. **Exhibition Integration:** Utilize our exhibitions as a platform to introduce and amplify our social media presence.
7. **Collaboration Exploration:** Explore collaborations and partnerships to expand our reach and foster engagement.
8. **Innovative Outreach:** Brainstorm and propose potential strategies to enhance outreach, including the exploration of new platforms such as TikTok.

Role-Specific Criteria

Essential

- Passion for humanitarian causes and a keen interest in leveraging social media for positive impact.
- Proficient writing skills for creating compelling and effective captions.
- Basic image editing skills for selecting, editing, and optimizing images for online platforms.

Desirable:

- Prior experience with Instagram video reel creation.
- Familiarity with hashtag trends and strategies.
- Creative thinking and an eye for visually appealing content.
- Understanding of current social media platforms and trends.

