

## **OCA Strategic Plan: We need help**

### ***Volunteers needed to help develop our OCA Youth and Young Adult (YYA) Facebook page***

The Youth and Young Adult portion of the Strategic Plan is centered on a premise that the Church can do more to help our young people grow in their faith. We believe there is an opportunity to further connect Christ and His Church to all aspects of their lives. The Church needs to better address the contemporary cultural and moral issues they encounter, to challenge them to change the world in the name of Christ and to provide opportunities for them to socialize and bond with Orthodox of their own age.

**Our goal is to strengthen and allow our youth to interact more and provide a structure that allows for personal connections to take place in a safe way.**

It is important to understand what our youth need. We need to hear from them, not assume we know.

The first part of the Youth and Young adult portion of the Strategic Plan focuses on a viral outreach to our youth through Facebook and YouTube. **And we need your help.** We want to develop and launch a Facebook page in the next several months. We need to develop page content that is informative and safe for our youth to interact and grow in their knowledge of their faith. Once we launch the page, we need help monitoring the dialogue since all posts will be monitored before they are posted to the page. Our time line follows:

- *Develop and launch a Facebook page (June – July 2012)*
- *Launch and continue to improve a group responsible for social media page monitoring (April - June 2012)*
- *Develop and launch a YouTube Channel that will interact with the Facebook page (December 2012)*

We need help putting this together. We have included a job description and a list of qualifications. We clearly hope to find volunteers with all these skills – both development as well as on-going monitoring. However, we will be very interested in talking to anyone who wants to help. Please help us find and recruit people to help with this. Please get the word out to anyone you might think would be interested in helping.

#### **Job Description**

- Monitor page to determine future articles/topics/discussions
- Monitor page for inappropriate comments/users
- Respond to questions/begin discussions
- Assist with development of other Facebook pages/continued development of Social Media groups/accounts
- Assist with updates to page and applications (e.g. daily prayer/reading, prayer corner, etc)

- Promote page in local area to youth, youth groups, youth coordinators, and other outlets
- Possesses passion and devotion to help our youth grow (age group: 14-18)
- Assist in the development of relationships with God and the Church for the youth **and** continue to develop personal relationships with God and each other through positive collaboration

#### **Minimum Qualifications**

- Must submit a resume
- Candidate should have recommendations from spiritual father or parish priest
- Candidate should provide cover letter
- Must be 19 years or older *and* two years removed from high school
- Must have good communication skills
- Must have the ability to work independently
- Possesses an understanding of social media, specifically Facebook, and has experience using Facebook and other social media sites
- Must be able to devote between 2-5 hours a week to monitoring and/or developing Facebook (based on availability and total in group)

#### **Preferred Qualifications**

- Experience in designing applications for social media
- Web design
- Social media page management

Please submit resume, recommendation, and optional cover letter to Fr. Christopher Rowe at [frchris@att.net](mailto:frchris@att.net) by May 23, 2012. Feel free to contact me with any questions.

In Christ,



Priest Christopher Rowe  
Strategic Plan Implementation Facilitation Team Leader