

Volunteer / Project Role Description

Short-Form Social Media & TikTok Content Assistant

Organisation:	Learn Without Limits CIC
Location:	Remote, Wales-focused
Pathway:	Bridge Pathway 1 - Young People / Digital & Media Contribution
Suggested age range:	16-25
Commitment:	Flexible, approximately 2-4 hours per week
Suggested duration:	6-12 months, with an initial review after 8-12 weeks
Reporting to:	Blog Editor / Programme Lead

Purpose of the Role

Learn Without Limits CIC publishes parent-led guidance to help families in Wales understand and navigate the Additional Learning Needs (ALN) system.

Much of our information is currently shared through written blog articles, website pages and online events. We want to make this information easier to find and easier to understand by turning approved content into short-form social media posts, simple graphics, captions and video ideas.

This role will help us build a more consistent public presence across platforms such as Facebook, Instagram, X and TikTok, while keeping all final publication decisions with Learn Without Limits CIC.

The focus is on making approved information more visible, accessible and engaging. The volunteer will not be expected to give advice, respond to families, handle comments or publish content without review.

What You Will Do

You will help turn approved Learn Without Limits CIC content into draft social media assets.

- creating draft short-form post ideas from existing blog articles, website pages, events or public reports
- preparing simple TikTok or short video script ideas
- drafting captions for Facebook, Instagram, X, TikTok or LinkedIn-style posts
- helping create simple graphics, quote cards or carousel ideas using approved wording
- suggesting plain-English hooks that help families understand why a topic matters
- preparing draft hashtags and short descriptions
- adding draft alt text or image descriptions to support accessibility
- helping build a small content bank from existing approved LWL material
- recording simple workflow notes so the process can be repeated by others

Final checks, publication, scheduling and account management will remain the responsibility of the Blog Editor / Programme Lead or another authorised adult lead.

Example Content Themes

Possible topics may include:

- what ALN means in Wales
- what an IDP is
- what EOTAS means
- why transition planning matters
- why attendance issues are not always simple behaviour issues
- how families can use LWL blog resources
- how Bridge supports confidence, volunteering and progression
- event reminders and follow-up posts
- simple explanations of terms families often hear but may not fully understand

All content must be based on approved Learn Without Limits CIC material.

What This Role Does Not Include

This role does not involve:

- giving ALN, legal, education, casework or safeguarding advice
- responding to parent carers about individual situations
- replying to comments or direct messages
- accessing private family information
- using private community posts, family stories or case details
- publishing directly to LWL social media accounts at the start of the role
- making decisions about LWL's official public position

Any concerns, errors, difficult comments or uncertainty must be escalated to the Blog Editor / Programme Lead.

Progression Within the Role

This is intended to be a longer-term Bridge opportunity.

The first stage will focus on learning the tone of Learn Without Limits CIC, creating draft content and building confidence with approved public material.

After an initial review period, usually around 8-12 weeks, the role may develop to include more structured content planning or preparing posts for scheduling.

For volunteers aged 18+, and only where appropriate, there may later be the option to support limited publishing or scheduling tasks under clear supervision. This would be agreed separately and would depend on reliability, confidence, safeguarding boundaries, data protection awareness and organisational need.

Under-18 volunteers will remain in draft content, design, ideas and portfolio-building tasks only.

Tools You May Use

Training and guidance will be provided where needed.

Possible tools include:

- Canva or similar design tools for simple graphics and social media assets
- CapCut or similar tools for short video drafts
- Google Docs or Sheets for draft captions and content planning
- public Learn Without Limits CIC blog articles, website pages and event pages
- agreed communication channels for supervision and feedback

Only approved public content or approved draft materials should be used. Private family information, case details, community posts or confidential material must not be used in social media content or uploaded into design, AI or editing tools.

Skills and Qualities We Are Looking For

You do not need to be an expert. This role may suit someone who is creative, careful and interested in digital communication.

Helpful qualities include:

- interest in TikTok, Instagram, Facebook, X, YouTube Shorts or short-form content
- interest in Canva, CapCut, graphics, captions or video ideas
- ability to write short, clear captions
- willingness to learn about ALN in Wales
- good judgement about tone, privacy and sensitive topics
- attention to detail
- ability to follow a simple approval process
- understanding that public information for families must be handled carefully

Knowledge of ALN in Wales is helpful but not essential.

What You Will Gain

This role can help you build practical experience in:

- social media content creation
- short-form video planning
- public-interest communications
- accessible caption writing
- Canva or simple design workflows
- content planning and scheduling workflows
- digital storytelling
- portfolio-building linked to a real community project

You may also be able to use examples of approved draft assets, captions, graphics or content plans as portfolio evidence.

Optional Learning

Volunteers may be encouraged to complete a short free online course linked to social media, TikTok, Canva, digital marketing, accessibility or online safety.

Where possible, Learn Without Limits CIC may suggest relevant free self-study courses that support the role and help volunteers build evidence of learning.

Support and Supervision

You will receive a clear starting task, example content, basic tone guidance and feedback from the Blog Editor / Programme Lead on your first few pieces of work.

Work will be reviewed before publication. You will not be expected to handle difficult comments, direct messages, safeguarding concerns or individual family situations.

This is a flexible role designed to build confidence, digital skills and useful portfolio evidence while contributing to the wider Learn Without Limits CIC mission.