



## **INFLUENCER *position details***

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### **Adolescent Health Project Overview**

The Adolescent Health Project, an initiative of the Women's Fund of Omaha, provides funding for the creation and expansion of programs benefiting all genders, ages 15 to 24, by promoting comprehensive sex education in schools and providing free STD testing and treatment, condom distribution and access to no-cost birth control. By increasing access to youth-friendly health care and evidence-informed sex education, the project, branded Access Granted, hopes to create sustainable, community-wide changes in the sexual knowledge and health of local youth.

### **Influencers Overview**

Access Granted is looking to hire four social media influencers, aged 18 to 24, that will help support marketing campaigns, participate in Instagram takeovers, share Access Granted content on their personal social media channels—and ultimately influence their peers to take control of their sexual and reproductive health.

We are looking for influencers who are active on Instagram, can showcase creative content and have an engaged following. We want you to authentically share our content and messages with your audience and direct them to our social media channels and website.

It is important that you are comfortable talking about a variety of sexual health topics including, but not limited to, sex education, sex and relationships, gender identity, and access to sexual health resources such as condoms, birth control, and STD testing and treatment in a shame-free, nonjudgmental tone.

We will have a series of required trainings to attend at the beginning of your contract that will provide you with a deeper understanding of Access Granted and equip you with the language and information necessary to confidently share content with your peers.

### **Post Frequency / Expectations**

Influencers are expected to post Instagram story content twice a week, with a minimum of five slides for each. You must highlight all story content on your profile throughout the duration of the contract. Two main feed posts are required monthly and should remain on your feed for at least 14 days. You will be required to keep the [GetAccessGranted.com](http://GetAccessGranted.com) link in your bio or top link if using [linktr.ee](http://linktr.ee) throughout the duration of the contract along with clear acknowledgement of your paid role as an influencer (either #paid #sponsored or #ad).

All content will be reviewed by the Women's Fund team for accuracy and approval prior to publication. We will provide you with additional campaign details, graphics and resources to help craft your content.

### **Reporting**

The influencer is responsible for posting content and monitoring performance (likes, comments, DMs, shares). You will be required to submit a report at the end of each month to be compensated for the next month. You will be required to switch your Instagram account to a business one as this will enable you to get the metrics necessary for your reporting. We will provide you the necessary reporting documents to record your metrics. Failure to meet reporting requirements will result in termination of contract.

## **Timeline and Compensation**

This is a 12-week opportunity, starting April 5 and ending June 25 (*dates tentative*). You will be compensated monthly through bill.com. Influencer will need to set up an account with the payment system to receive automated direct deposits. Compensation is \$600/month.

**Applications are open until March 10. [Apply here.](#)**