



Instagram Influencer Position Details

Adolescent Health Project Overview

The Adolescent Health Project, an initiative of the Women's Fund, 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 Instagram influencers, age 18 to 24, that will help support marketing campaigns, participate in Instagram takeovers, share Access Granted content on their personal Instagram—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 Instagram account and website, GetAccessGranted.com.

It is important that you are comfortable highlighting a variety of sexual and reproductive 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 and age-appropriate tone. You will not be required to be an expert on these topics but to relate to sexual health content in an authentic manner that makes sense for you and your peers.

We will host a series of required trainings 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 and direct them to free sexual health resources provided by the project.

Post Frequency / Expectations

Influencers are expected to post on Instagram once a week with a feed post and a story post, with a minimum of five slides. You must highlight all story content on your profile throughout the duration of the contract. You will be required to keep the GetAccessGranted.com link in your bio or top link if using linktr.ee throughout the duration of the contract along with clear acknowledgement of your paid role as an influencer using #Sponsored on all content.

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. Failure to meet content deadlines may result in termination of contract.

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 to a business or creator account 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 February 14 and ending May 8 (*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 Monday, January 24. [Apply here.](#)