

## SMC Purpose

Each Adult & Teen Challenge Center within Oklahoma has amazing stories that have been untold about the power of Jesus Christ working within students as they progress through the center's curriculum. Within the growth of social media platforms and publications, the administrative center of Teen Challenge Oklahoma has implemented a program to collect and archive multimedia from each of its center locations since 2015.

We have established specific roles at each center within Oklahoma known as the Social Media Coordinator, with the duty to capture the happenings of God's transformative power. This is achieved through:

- Facebook social media postings
- On-camera video interviews of students nearing completion of the program
- Photos taken throughout the week, delivered to the administrative center via Google Drive

The administration development team can then use the submitted materials for a variety of outreach and awareness initiatives to share God's work at Teen Challenge.

## Social Media Coordinator Role

Utilizing professional DSLR cameras, video equipment, and microphones, the Social Media Coordinator gathers requested media on a weekly/monthly basis. A weekly grading report is emailed to Oklahoma directors and SMCs on completed/missed responsibilities assigned to the SMCs. If an SMC receives a low grade based on positive/negative responses, they will be contacted to discuss any issues or problems preventing them from fulfilling their duties.

## SMC Responsibilities

All SMCs are required to complete the following:

- **Social Media Access:** SMCs will be granted access to post on their center's Facebook page and will be given a Google Drive login to upload all media to a designated folder named "SMC Uploads [Center Name]."
- **Weekly Uploads to Google Drive:**
  - Ten or more high-quality photos or short video clips (B-roll) uploaded each week. B-roll video can be random footage shot around the center, capturing events like chapel services, graduations, cleaning activities, study discussions, etc. This content should be captured using your Canon DSLR cameras and uploaded to Google Drive.
- **Facebook Posts:**
  - Three or more unique Facebook posts uploaded to the center's Facebook page each week. Posts can be status updates about current events, such as fundraisers, thrift store happenings, vocational programs, city clean-up days, chapel services, graduation pictures, before-and-after student stories, or posed photos. No re-sharing of other posts is allowed.
- **Student Completion Interviews:**
  - Use the SMC questionnaire to guide a sit-down interview process with students nearing program completion. Utilize the Canon DSLR camera in combination with the Tascam recording unit and shotgun microphone to record these testimonies. If there is a reason a student cannot be filmed, contact Peter at the administrative office. Upload these video and audio recordings to Google Drive.