



SOCIAL SCOUT VOLUNTEER YLC WATS GUIDE

Thank you so much for volunteering to join YLC's Wednesday at the Square volunteer team! Your role as a social scout is important to help the Young Leadership Council (YLC) document the festival in a digital way and show the annual impact and magic of Wednesday at the Square.

Wednesday at the Square is a 10-week free concert series put on by YLC, a nonprofit, nonpartisan, civic organization created to develop leadership through community projects. The weekly concert series will run on Wednesday evenings from March 6, 2024 - May 18, 2024.

- Social Scouts must be able to manage images and short videos with a mobile device to be able to share content with the YLC Communications Coordinator in real time.
- You'll use your creative eye to capture engaging images and videos. Scouts must be able to accompany images and videos with captions, account tag information and/or suggested copy when possible.
- Social Scouts will be expected to walk around the festival grounds and are responsible for their own mobile device. Posting will be handled by the YLC Communications Coordinator: Sofia
- There can often be a variety of weather conditions – rain/mud/sunlight/dust.

Terms: The images and videos may be used by YLC and Wednesday at the Square for marketing purposes.

Expectations: To keep our concert series free, we partner with a number of sponsor businesses who help support the Wednesday at the Square. We want to give these organizations as much facetime as possible. Volunteers are expected to capture the action and engagement with our sponsors. Images and video of not only action, but sponsor logos around the event are one way we retain and secure sponsors in the upcoming years.

For 2024 these sponsors include: ABITA BREWING, COX Communication, LOUISIANA FISH FRY, NEW ORLEANS & COMPANY and more!

SHIFT RULES:

- If you have any questions/issues during your volunteer shift please contact Marissa Hogan (YLC Operations Manager) at 504-952-4287

APPRECIATION: To thank you for your time, we will have a volunteer appreciation party after the series is over. On the day of your volunteer shift, you will receive up to 3 free drinks (see below for more on that).

IMPORTANT POLICY NOTES:

- Every volunteer gets ONE line-up t-shirt. If they are volunteering again on future dates, they should bring/wear the t-shirt they have already received.
- Volunteers are allowed to wear a volunteer sticker instead of the volunteer shirt while onsite.
- Volunteers will receive 3 free drinks – ONE at a time. These drinks come from the volunteer ice chest and are distributed by Volunteer Captain or Check-In Volunteers.
- Please do not drink at the check-in table.

Volunteers are to report for check in at the Check-In Volunteer tent for their scheduled shift.

If you have any issues, questions or concerns about your shift, please notify **Marissa Hogan (YLC Operations Manager) at 504-952-4287**