

Volunteer Opportunities for the Web Presence Team: **Track your hours of volunteer work and trade them in for FREE Meru classes and Heart Center events!**

YouTube- Fun and Easy! 2-4 volunteers

1. Follow template and put descriptions and links under each video. [Descriptions for past videos about 24 hours total. Ongoing, 1-2 hours per week.]
2. Assign each video to one or more playlist. [Catch up with previous videos about 4 hours total Ongoing 20 minutes/week.]
3. Respond to people who have commented on videos.*** (Very important!) [Catch-up 4-6 hours. Ongoing 30 min-1 hour per week.]
4. Closed Captions- **Technical- 1 volunteer** Add closed captions to our YouTube videos. This is an awesome opportunity to make our teachings accessible to those who are hard of hearing and for those who speak other languages. The transcriptions can be instantly translated into over over 60 languages!!! [Ongoing and add transcriptions to previous videos- Each video transcription takes about 1 hour once you get the hang of it. Maybe do 4 videos a week- 2 current videos and 2 post videos.]

Pinterest- Fun and Easy! 1-2 volunteers

1. Assist in adding images to our Hearts Center Pinterest board. Follow best practices including links back to the Hearts Center website and make sure all images have alt tags. [Creating from the start 24-48 hours then ongoing 1 hour per week.]

Facebook- Fun and Easy! 1 or more volunteers

1. Assist Mario and Facebook team in creating posts and or responding to comments. [Varies depending on interest, 20 minutes to 2 hours per week.]

Google +- Fun and Easy! 1 volunteer

1. Create Posts on our Hearts Center's Google + (This is a huge upcoming area that Google search engines count as BIG.) [Varies depending on how much you would like to do, 20 minutes to 2 hours per week.]
2. Respond to comments.

Images on Web- Fun and **Technical!** 1 volunteer

1. Check that all images on web are working. Fix those that are not. [To check all images and fix broken ones will take a few days, probably about 8-12 hours total.]

2. Check each image that it has great alt text, using keywords where appropriate. [To add text to all images on our website will take many hours, probably a week or 2 of work. Can work 1 or more hours a week ongoing.]

Meta Data Check- More Technical yet satisfying because of great results in increasing seekers to our site! 1 volunteer

1. Follow guidelines and make sure each webpage has great titles and descriptions in the meta tag area. Some pages are blank and some are repeated. Each page must have unique descriptions using the unique keywords for that page. [This is probably 40 hours of work. Maybe work 1-2 hours a week on this.]

Web Copy Upgrade Text Features- Writing skills required, fun for those who love working with the word! 1 volunteer

1. We are in the process of upgrading our web copy to include subheadings, bullet lists where possible, captions for pictures and other text features. Go through the website and find those pages that have not been upgraded and make a list. Write subheadings and captions for each page. Submit them for editing then someone will upload them on the site. [This is probably 100 hours of work. Plan on working 2 or more hours a week.]

Calls to Action!! (Very important for sales and conversions!) Fun and Technical 1 volunteer

1. For active webpages think of what products or events that would go with each page that gets a good amount of traffic and suggest a "Call to Action". For example, on our violet flame page create a "Call to Action" for our violet flame CD. [80 hours of work, ongoing work for new pages, keeping up with trends and SEO work.]

Audio Editing of Donna Korth's HeartShares- Fun and Technical 1 volunteer

1. Audio edit past 30 HeartShares [about 50-60 hours of work] and audio edit ongoing HeartShares [about 2-4 hours/month]