



Hi there!

Thank you for showing your interest in Piece of Heaven Project's Volunteer Social Media Community Engagement Specialist position.

As part of our onboarding process, we ask that you complete two short writing tasks for us. One is a sample comment and the other is a sample caption. This is not a test, so please do not stress!! Rather, it's meant to be a fun way for you to demonstrate your creative writing skills so that we may best serve *you* during your time volunteering as a member of our social media team.

The task details are as follows:

- **Task #1: Commenting**
 - A fellow sanctuary has just posted a video highlighting a cow that they rescued from slaughter. The cow was emaciated and in need of care, which they are now providing. They have named her Moonique and she is recovering nicely. She has now put on weight, and looks as healthy and happy as ever as she plays with her new friends out at pasture. Other than liking the post, what type of comment would you leave for them?
- **Task #2: Copywriting**
 - Write a sample Instagram caption for the image shown. For context, here is some information about Phaedra and Piece of Heaven Project that you can draw ideas from:
 - Phaedra came to us from 100 Mile House during the British Columbia wildfires. Troubled and unwanted, she was known to be a wildwire, but has relaxed a great deal since finding her forever home with us at the sanctuary. She now receives the love and care that she deserves and is, instead, known for her beauty, gentle spirit, amiable soul and easygoing nature.
 - The sanctuary is located in remote British Columbia, Canada, where winters can be harsh and taxing. During substantial snowstorms, gaining access to much needed resources like food, supplies, transportation, veterinary care, etc. can be challenging.
- Driving engagement is a major team initiative, so it's important that all online interactions adhere to our social engagement guidelines. You can find our guidelines [here](#) and you can find examples of the type of copy we're looking for on our Instagram account [here](#).
- When finished, send your work to Bree Allen at bree.allen@myyahoo.com.



If you have any questions, please do not hesitate to reach out. Other than that, we hope you can have fun with this exercise and look forward to seeing the magic you create!

Sincerely,

The POHP Social Media Team