



The HCM Instagram account exists to:

1. Be actively engaged in the community.
2. Amplify great content from others by resharing.
3. Promote our own new content.



What You Need To Know About This Role:

As our Instagram social media manager, you'll have the freedom to use your own voice—whether that's professional, casual, or full of Gen Alpha slang. We won't micromanage you. What we ask is for a commitment to stay active and engaged, and that your posts be biblical, beautiful, and relevant, in line with our values. This is a volunteer role, done out of love for God's Word and a desire to build up the Church, knowing your reward is in heaven (Colossians 3:23–24).

Main Duties

1. **Stay Informed** – The manager should develop a system to stay current on discussions about head covering and biblical gender roles. This includes:
 - Following relevant creators who regularly share on these topics
 - Regularly checking and exploring related hashtags
 - Noticing viral posts and reels
 - Tracking public figures or events impacting the conversation (e.g., debates, podcast episodes, influencers weighing in)
 - Follow the HCM X and Instagram accounts to be aware of what's being reshared there.
2. **Engage with the Community** - The manager should actively interact with others by commenting on posts and reels. This includes:
 - Supporting creators in our community (those we follow or reshare)
 - Commenting outside our circle to increase awareness of HCM and build new relationships
3. **Amplify Great Content** – The manager should curate and reshare high-quality posts, photos, and videos from others. This serves two purposes:
 - Encouraging and honoring the creators
 - A way to expose our followers to helpful content and broader discussions (think of it as helping people “keep up with the conversation” without having to do all the digging themselves).
4. **Promote Our New Content** – Whenever we release new content (articles, videos, etc.), the manager should make sure it's promoted on Instagram.
 - This can include images, quotes, short video clips, or reels.
 - Always aim to share it on the day it's released or if not possible, shortly after.
5. **Grow the Platform** – The manager should work to increase both follower count and post engagement.
 - In addition to regular content and community engagement, this may include strategies like collaborations, giveaways, and other creative methods (ex. participating in viral trends) to expand reach.

If you have questions about this role before applying, please e-mail Jeremy at headcovering@pm.me