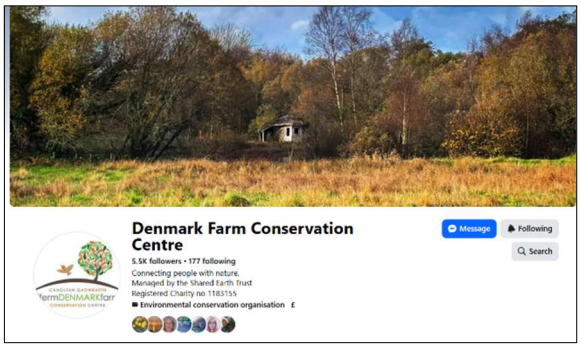
Volunteer Role Description - Social Media

Purpose of the Role
Our Social Media Volunteers help raise awareness of Denmark Farm's conservation work, wildlife, courses, and community activities by creating engaging content and building meaningful online connections. This role is ideal for someone who enjoys storytelling, nature, and digital communication — and wants to help inspire others to care about wildlife and sustainable living.

What the Role Involves
Tasks can be adapted to your experience, confidence, and availability, but may include:



- Creating engaging posts for Facebook and Instagram, sharing updates about wildlife sightings, seasonal changes, volunteer days, events, and conservation work.
- Selecting or editing photos from our image library and writing friendly, accessible captions that reflect our ethos and voice
- (Optional) Creating videos or reels showcasing wildlife, behind-the-scenes, or site highlights
- Interacting with relevant organisations, experts, and partners online
- Commenting on and sharing posts from conservation groups, organisations, and wildlife specialists
- Responding to comments and messages in a friendly, professional way (with guidance from staff)
- Monitoring engagement (likes, comments, shares, reach)
- Noting which types of posts perform best on each platform and providing simple monthly summaries to help us understand what resonates with our audience

Who We're Looking For
You don't need to be a professional — just creative, reliable, and enthusiastic.

- Interest in nature, wildlife and conservation
- Confidence using Facebook and Instagram
- Good written communication skills
- Creative eye for images, stories, or short videos
- Ability to work independently with guidance from staff
- Friendly and respectful online communication style

When and Where
Very flexible — this role can be done remotely or onsite once initial onsite training is completed.
This role is best suited to someone who can commit to regular weekly sessions.
Occasional availability for event coverage is helpful but not essential.

Support and Training
You will be provided with:

- A warm welcome and induction to Denmark Farm and our wildlife-friendly ethos
- Guidance on our tone of voice, branding, and content priorities
- Support from staff to help you access stories, images, and information
- Clear information about permissions, privacy, and safe online communication
- Opportunities to learn about wildlife, conservation, and the stories behind the content you share

What You'll Gain

- Experience in social media management and digital storytelling
- A chance to build a portfolio of posts and videos with engagement statistics
- Insight into conservation, wildlife, and community engagement
- The satisfaction of helping promote a unique nature reserve
- Being part of a friendly, supportive volunteer community

Practical Information

- All training and materials are provided, including use of a laptop while at Denmark Farm, or you can use your own PC or mobile phone and editing tools.
- Travel expenses may be reimbursed in line with our volunteer policy
- Volunteers must follow our data protection, privacy, safeguarding and wildlife-friendly guidelines
- Some tasks may require basic computer use (training available)

How to Get Involved
To join our friendly volunteer0060 team, please contact us at volunteer@denmarkfarm.org.uk or complete the volunteer enquiry form on our website:
https://www.denmarkfarm.org.uk/root-branch-volunteer-enquiry-form/



