

SOCIAL MEDIA

Background/Overview

All members of the co-ordinator team support each other in running the volunteer programme; making sure our volunteers have a grounded experience is paramount. This includes thorough training and induction as to our methods, ethos and goals, and the provision of a platform and inspiration to follow their own individual contribution.

Additionally, each co-ordinator will have their own area of specific responsibility.

Key Roles

The Social Media Co-ordinator has to work across a number of operational areas:

- Atlantic Whale & Dolphin Foundation
- Fair Earth Foundation
- True Fair Eco Tourism
- True Fair Trading

And, across a broad range of platforms: Facebook, You Tube, Instagram, Twitter etc

Social Media Co-ordinator must:

- develop and maintain a social media strategy for each operational area
- coordinate the development of content for each social media platform
- create a system for co-ordinators/volunteers to upload and save social media content on an ongoing basis
- set social media targets and monitor and assess impact of social media against them
- carry out ongoing, regular evaluation of social media strategy
- monitor adverse social media content and implement a strategy to counter it.

Guidelines

Social media is an important part of the marketing mix and, as such, it is important that its content reflects the values of our core market(s);

Volunteering

Atlantic Whale & Dolphin Foundation

We want to attract hardworking, serious students with a real interest in research, conservation or education of cetaceans. Therefore, ALL our social media should show images of students working on the boats, in the Visitor Centre/Research Room, giving talks and the like. Activities such as horse riding, diving, kayaking also project a positive image and should be included.

We do not want images of drunkards, party animals, beach bums or the plain lazy. We are not operating to provide a low-cost volunteering opportunity for those who simply want a cheap holiday. Therefore, we should show **no** images of people drinking, on the beach, partying etc.

CO-ORDINATOR PROFILES

We are also very much an international project and therefore should show images reflecting the diversity of people from around the world that join us. It is important to show that we are not simply another Anglo Saxon project.

Eco Tourism: whale watching, trekking, film making etc.

True Fair Eco Tourism

Our market here has 2 key elements;

1. An interest in the subject area
2. The capacity to pay £800-1000 for a long weekend.

This cuts out young people and restricts our target market to 30s to 60s and probably to the latter two decades.

The marketing, including social media, has to reflect these age ranges and their preferences- like-minded people, meals out, nature, same age, interest in culture etc. NOT young people having 'fun'. It is important we project the right images in our social media.