



VOLUNTEER

DURRELL DIGITAL VOLUNTEER

ROLE OBJECTIVE	To help raise the awareness of key Durrell messages through the use of the internet via social media and suitable online platforms to raise the profile of events, campaigns and projects Durrell is working on in Jersey and around the world.
WHY IS THIS ROLE IMPORTANT?	Liking and sharing our social media posts can really help us raise awareness for our events, projects and campaigns. When you come to the park tagging Durrell in your photos can also help show people the wonderful animals and gardens we have here at Durrell, encouraging more visits. Sharing Durrell's social media posts can help us increase our impact at an event or campaign and you can help more people to discover the work we are doing to save species.
WHERE	Your home, on the bus, at work , waiting in a queue - anywhere you like!
WHEN	You can be a Durrell digital volunteer whenever it suits you! Our best supporters promote our posts and even make their own – find out more in the 'digital how to' below.
HOW DO I START TO BE A DURRELL DIGITAL VOLUNTEER	<p>1. LIKE AND FOLLOW DURRELL'S SOCIAL MEDIA ACCOUNTS.</p> <p>FACEBOOK: www.facebook.com/DurrellWildlife www.facebook.com/DurrellTeam www.facebook.com/cafefireflydurrell</p> <p>TWITTER: twitter.com/DurrellWildlife</p> <p>INSTAGRAM www.instagram.com/durrellwildlife</p> <p>2. SHARE DURRELL'S FACEBOOK POSTS AND TWEETS WITH YOUR FRIENDS.</p> <p>By clicking 'Share' on Facebook and 'Retweet' on Twitter, you can share Durrell's posts with people you know. The best time to do this would be when there is a campaign being promoted to raise money for conservation projects. The more people share these Facebook posts and tweets, the more people around the world will learn about Durrell's mission of saving species from extinction, and hopefully donate or become a member. Sharing Durrell's videos of the animals at the Park is also very beneficial. These are fun and light-hearted videos which tend to reach many people on social media, so by sharing these videos to your friends, Durrell's social media accounts are more likely to gain followers.</p> <p>3. CREATE YOUR OWN FACEBOOK POSTS, TWEETS AND INSTAGRAM POSTS ABOUT DURRELL.</p> <p>These can include photographs that you have taken at Durrell Wildlife Park, information about the Trust that you would like to share with your friends or you can include a link to one of Durrell's campaigns to encourage your friends to donate too.</p>



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**BECOME A
DURRELL DIGITAL
VOLUNTEER NOW!
HERE IS HOW...**

4. USE HASHTAGS WHEN YOU POST ON FACEBOOK, TWITTER AND INSTAGRAM.

WHAT ARE HASHTAGS?

The hashtag (#) turns any word or group of words that directly follow it into a searchable link. This allows you to organise content and track discussion topics based on those keywords. So, if you wanted to post about saving the ploughshare tortoise for example, you could include #savetheploughshare in your tweet to join the conversation. You can click on a hashtag to see all the posts that mention the subject in real time.

WHICH CHARACTERS CAN YOU INCLUDE IN A HASHTAG?

You cannot use spaces in a hashtag. Even if your hashtag contains multiple words, group them all together. If you want to differentiate between words, use capital letters instead, for example #SaveThePloughshare. Uppercase letters will not change your search results, so searching for #SaveThePloughshare will give you the same results as #savetheploughshare. You may include numbers but not punctuation marks, so using commas, exclamation points, question marks, apostrophes and any other special characters will not work as a hashtag.

The @ symbol does something completely different to the #. Using @ before a person's Twitter, Facebook or Instagram name will tweet or tag them directly, letting them know you have written to them. A hashtag will not do this.

To tag us on Facebook, please use: @Durrell Wildlife Conservation Trust, @Durrell Wildlife Park and @Cafe Firefly for our three Facebook pages. Once you have successfully tagged our page, the name will appear highlighted in blue like so: Durrell Wildlife Conservation Trust Durrell Wildlife Park Cafe Firefly. To tweet us on Twitter and tag us on Instagram, our handle is @durrellwildlife. The @ symbol will stay next to the name on Instagram and Twitter.

There is not a preset list of hashtags. Create a brand new hashtag simply by putting # before a series of words, and if it hasn't been used before, you've invented a hashtag!

**WHAT ARE SOME
OF THE THINGS
WE LOOK FOR IN
VOLUNTEERS IN
THIS AREA THAT
CAN BE USEFUL?**

- Positivity
- Interest, enthusiasm and passion for our mission
- Good sense of humour
- Creativity
- Ability to communicate key Durrell messages
- Posts that can help build community and awareness for our cause.