



Digital Heritage Initiative Spotlight Project: “Brand in Action”

Social Media Volunteer Project Brief

Project Overview

The Bradford Police Museum’s volunteer-led social media project – Digital Heritage Initiatives - is focused on growing and engaging our social media audience through creative content. This wider project is made up of 4 smaller projects; “Reel Histories”, “This Month in History”, “Heritage in Design”, and “Heritage in Action”.

This project follows on from the completion of the “Heritage in Design” project. The aim is to implement and maintain the museum’s new branded Canva templates on a monthly basis. This role focuses on editing and preparing recurring static posts for Instagram and Facebook using information supplied by the Museum Manager.

This is an ongoing monthly project rather than a one-off development phase. This project may be undertaken by the same volunteer who developed the templates, or by a different volunteer.

Time Commitment

Around 5 to 10 hours per month. This can be done remotely or at the museum on either a Wednesday or Saturday.

If based at the museum, all dates and times must be agreed in advance with the Museum Manager and added to the volunteer matrix. This is to adhere to our Lone Worker Policy.

Project Start Date

Commences: Upon completion of the “Heritage in Design” project.

Project Purpose

To ensure consistent, high-quality and branded visual communication across social media by:

- Using the approved Canva templates
- Updating them monthly with new information
- Preparing posts for publication the following month

This role supports continuity, consistency and efficiency in social media delivery.

Monthly Deliverables

Each month, the volunteer will create and submit:

- “We’re Open This Weekend” post
- “What’s On This Month” post
- “Volunteer With Us” post
- “Behind the Scenes” post

All posts will be:

- Edited within the museum’s Canva account
- Based on pre-approved templates
- Updated using information provided by the Museum Manager
- Designed for both Instagram and Facebook

Information Flow

The Museum Manager will provide:

- All relevant text and details
- Dates and event information
- Any required images (if applicable)
- The volunteer is not responsible for sourcing content — only editing and preparing the visual posts.

Monthly Deadline

All four posts must be:

- Completed and submitted by the last Wednesday of each month
- Sent to the Museum Manager for review
- Scheduled for publication in the following month

Example:

Posts completed by the last Wednesday of June will be for publishing in July.

Skills Required

This role would suit a volunteer who:

- Is comfortable using Canva
- Has good attention to detail
- Can follow brand guidelines consistently
- Can meet a recurring monthly deadline
- Works independently
- No design development is required — only editing and layout consistency.

Project Outcomes

This project ensures:

- Visual consistency across platforms
- Regular, structured communication
- Efficient use of developed templates
- Reduced ad-hoc social media design

It is an essential implementation role within the Digital Heritage Initiative.