



Digital Heritage Initiative: Social Media & Content Creation Volunteer Opportunities.

The Digital Heritage Initiative (DHI) is a structured, volunteer-led digital programme designed to strengthen the museum's social media presence, storytelling capacity, and visual identity. The initiative is comprised of four interconnected projects: *Reel Histories*, *This Month in History*, *Heritage in Design*, and *Heritage in Action*. Each project has clearly defined outcomes, timelines, and support from the Museum Manager, enabling volunteers to utilise their existing skill sets while also developing new and complementary skills.

Volunteers may apply for one project at a time. Multiple projects may run concurrently.

Important Information for All Projects

- All on-site sessions must be pre-agreed.
- All agreed dates must be added to the volunteer matrix.
- All content must be reviewed and approved before publication.
- Deadlines are structured around the last Wednesday of each month.
- Volunteers must work within museum social media guidelines.

What You Gain

- A structured creative role.
- Clear deadlines and expectations.
- Portfolio-ready work (where appropriate).
- Meaningful contribution to a growing heritage organisation.



1. Project 1: “Reel Histories”

Instagram Reels & Short-Form Video

Purpose

To create four engaging Instagram reels per month to help grow and engage our audience.

Start Date

Ongoing monthly project.

What You Will Do

- Plan and create 4 Instagram reels per month.
- Film and edit content during agreed museum sessions.
- Submit all reels by the last Wednesday of each month for review.

Reels may include:

- Object spotlights
- Behind-the-scenes content
- Historic stories
- Volunteer features
- Creative engagement content

Time Commitment

Around 5 to 10 hours per month. This would include researching, filming and editing.

Typically, the role may require you to attend the museum one to two times per month on either:

- A Saturday (during opening hours), or
- A Wednesday (curatorial day).

All dates and times must be agreed in advance with the Museum Manager and added to the volunteer matrix.

Contact & Support

- Initial meeting with Museum Manager upon starting the role (in person or online).
- Monthly 20-minute check-in (in person or online).
- Content reviewed by Museum Manager before posting.

A full project brief is available upon request

2. Project 2: “Past to Page”

Research & Long-Form Writing

Purpose

To produce one researched article (approx. 400 words) per month for the museum website and newsletter.

Project Duration

Ongoing monthly project.

What You Will Do

- Research a monthly historical topic. Alternative topic suggestions are welcome (subject to approval).
- Write one 400-word (minimum) article.
- Submit by the last Wednesday of each month, for publication the following month (e.g your April submission would be for May’s publication)

Time Commitment

- Approx. 3 to 4 hours per month.
- Mostly remote work.
- Optional pre-arranged research visits on Wednesday. All on-site visits must be agreed in advance and added to the volunteer matrix.

Contact & Support

- Initial meeting with Museum Manager upon starting the role (in person or online).
- Monthly 20-minute check-in (in person or online).
- Access to research databases such as Findmypast.com and British Newspaper Archive
- Draft reviewed by Museum Manager before publication.

A full project brief is available upon request

3. Project 3: “Heritage In Design”

Visual Identity & Canva Template Development

Purpose

To develop a clear social media visual identity and create reusable Canva templates.

What You Will Do

Throughout the six-week project (running from Monday 16th March to Friday 1st May) you will create:

1) Social Media Brand Guideline (2 to 4 pages)

Including:

- Colour palette (aligned with website branding)
- Font guidance (for Canva use)
- Layout and style guidance
- Accessibility considerations

2) 8 to 12 Editable Canva Templates

Four Editable templates for:

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

For each post type:

- 2–3 visual variations
- Designed for reuse
- Suitable for Instagram & Facebook

Time Commitment

- Approx. 2 to 3 hours per week during the 6-week period.
- Primarily remote.

Contact & Support

- Initial meeting with Museum Manager upon starting the role (in person or online).
- Mid-project 20-minute check-in (in person or online).
- Final meeting before project ends on Friday 1st May (in person or online)

A full project brief is available upon request

4. Project 4: “Heritage in Action”

Monthly Canva Template Editing & Implementation

Purpose

To maintain and update the approved Canva templates on a monthly basis.

What You Will Do

Each month, you will:

- Log into the museum Canva account.
- Update the four recurring templates with information provided by the Museum Manager.
- Submit final versions by the last Wednesday of each month.

Posts include:

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

Start Date

Monday 4th May onwards.

Time Commitment

Approx. 2 hours per month, mainly remote.

Contact & Support

- Initial meeting with Museum Manager upon starting the role (in person or online).
- Monthly 20-minute check-in (in person or online).

A full project brief is available upon request

