



Digital Heritage Initiative Spotlight Project: “Reel Histories”

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”.

The aim of this “Reel Histories” project is to create four Instagram reels (or short-form videos) to be scheduled and shared across one month (one per week). This is an opportunity for a volunteer to take creative ownership, experiment with ideas, and help strengthen the museum’s online presence.

This project is designed for one individual, but multiple volunteers may take part by running separate projects concurrently if there is interest.

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.

Project Objectives

As a volunteer, you will:

- Create four engaging Instagram reels
- Develop content designed to grow and engage our audience
- Focus on storytelling, collections highlights, behind-the-scenes moments, or historical interpretation

- Submit completed videos ready for review

Creative Scope

Content could include (but is not limited to):

- “Object spotlight” features
- Behind-the-scenes volunteer stories
- Historical facts or case highlights
- Victorian cells or courtroom content
- Vehicle features
- Interactive or trend-based reels (where appropriate)

There is also the opportunity to develop ideas for image-based or text-based posts as a secondary outcome. This may be introduced more formally in Stage 2 of the project.

Content Submission Deadline: Last Wednesday of each month (exact date to be confirmed on a monthly basis)

- All four reels must be completed and submitted to the Museum Manager by the final Wednesday of the month for review and scheduling.
- Following submission, the Museum Manager will review outcomes and provide feedback before moving to the next stage.

Who This Project Is For

This project would suit a volunteer who:

- Is confident using Instagram
- Has basic video editing skills (phone-based editing is fine)
- Is creative and enjoys storytelling
- Can work independently within agreed guidelines
- Is comfortable planning ahead and meeting deadlines

Contact & Support

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

Important Notes

- This is a structured project with a defined deadline.
- Dates must be pre-agreed and added to the volunteer matrix.

- Multiple volunteers may run separate social media projects at the same time.
- All content must align with museum values and be approved before publishing.