

BLACK FOXES UK ANIMAL RESCUE COORDINATOR SOP

Standard Operating Procedure (SOP)

Role: Animal Rescue Coordinator (Part-Time, 3 hours/week)

Objective: To oversee and coordinate online animal rescue initiatives and campaigns, manage and respond to rescue requests and inquiries, and develop strategies to enhance visibility and engagement for rescue efforts. Your role will involve collaborating with rescue teams and volunteers and producing informative content related to animal rescue and welfare.

1. Overview of Responsibilities

Weekly Tasks (spread over 3 hours):

- Oversee and coordinate online animal rescue initiatives and campaigns.
- Manage and respond to animal rescue requests and inquiries received through online platforms.
- Develop and implement strategies to improve online visibility and engagement for rescue efforts.
- Collaborate with rescue teams and volunteers to ensure effective and efficient rescue operations.
- Produce and share informative content related to animal rescue and welfare on various online platforms.

Weekly Goal: Efficiently manage and respond to rescue inquiries, enhance the visibility of rescue campaigns, and produce valuable content that supports animal welfare.

2. Platforms and Tools

- **Platforms:** Facebook, Instagram, Twitter (X), and other relevant online community platforms.
- **Tools:**
 - **Content Scheduling:** Buffer, Hootsuite, or similar tools.
 - **Graphics Design:** Canva or other design tools for creating promotional content.
 - **Communication:** Email, direct messaging on social media, and online tools.

3. Content Guidelines

A. Animal Rescue Initiatives and Campaigns

Frequency: Ongoing as needed.

Content:

- Promote and update online rescue initiatives, success stories, and upcoming events.
- Use clear, compelling language to encourage support and participation.

Process:

- Regularly review and update ongoing campaigns.
- Use eye-catching visuals and persuasive messaging to engage the community.

B. Managing Rescue Requests and Inquiries

Frequency: Daily management within weekly hours.

Content:

- Respond to rescue requests and inquiries with timely and accurate information.
- Provide guidance and support to those seeking assistance.

Process:

- Monitor and track incoming requests through online platforms.
- Ensure all responses are professional, informative, and supportive.

C. Informative Content on Animal Rescue and Welfare

Frequency: 1-2 posts or updates per week.

Content:

- Share information on rescue tips, success stories, and general animal welfare.
- Create content that educates and engages the community on rescue issues.

Process:

- Research relevant topics and gather information from trusted sources.
- Develop and publish content that aligns with Black Foxes UK's mission and tone.

4. Promotion of Membership, Donations, and Website

A. Encouraging Support

Frequency: As appropriate within content.

Content:

- Highlight how readers can support Black Foxes UK through membership or donations.
- Emphasise the impact of their contributions.

Process:

- Include clear calls to action in content and updates, directing readers to the membership and donation pages.
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5. Engagement and Community Interaction

Frequency: 10–15 minutes daily (optional but encouraged).

Tasks:

- Engage with the online community by responding to comments and messages.
- Facilitate discussions and encourage user-generated content.

Process:

- Regularly check and respond to comments and messages.
 - Foster positive interactions and build a supportive community around rescue efforts.
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6. Reporting and Feedback

Frequency: Once per week.

Tasks:

- Review and report on the effectiveness of rescue campaigns and online engagement.
- Gather and incorporate feedback to improve ongoing initiatives.

Process:

- Use platform analytics and feedback to assess performance.
 - Adjust strategies and content based on insights and community response.
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7. Workflow Breakdown (for 3 Hours/Week)

Monday (1 hour):

- Review and respond to rescue inquiries.
- Plan and schedule content for the week.

Wednesday (1 hour):

- Update and manage ongoing rescue campaigns.
- Create and share informative content related to animal welfare.

Friday (1 hour):

- Engage with the community and respond to comments.
 - Review weekly analytics and prepare a brief summary for improvement.
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8. Continuous Improvement

- **Stay Updated:** Regularly follow developments in animal rescue and welfare to ensure accurate and current information.
 - **Experiment with Strategies:** Try new engagement tactics and content formats to see what resonates with the community.
 - **Incorporate Feedback:** Use feedback from team members and the community to enhance rescue strategies and content quality.
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Approval & Sign-Off

Prepared by: Hayley de Ronde (Chairperson) | Date: 09/09/24

Approved by: B. Underwood (Vice Chairperson) | Date: 09/09/24