

BLACK FOXES UK FREELANCE ARTICLE WRITER SOP

Standard Operating Procedure (SOP)

Role: Freelance Article Writer (Part-Time, 3 hours/week)

Objective: To write informative and engaging articles on fox behaviour, wildlife welfare, and exotic pet management for the online Fox Forum, aiming to educate readers and raise awareness about black foxes and conservation efforts.

1. Overview of Responsibilities

Weekly Tasks (spread over 3 hours):

- Research and write articles on fox behaviour, welfare, and wildlife conservation.
- Ensure articles are well-researched, accurate, and aligned with Black Foxes UK's mission.
- Submit articles to the team for review and publication.
- Collaborate with the team to brainstorm new article ideas.

Weekly Goal: Write and submit at least one high-quality article per week that engages and educates the online community.

2. Research and Writing Tools

- **Research:** Use trusted sources like wildlife journals, articles, and conservation reports to gather information.
 - **Writing Tools:** Google Docs, Microsoft Word, or any word processor that allows easy sharing and editing.
 - **Image Sourcing:** Unsplash, Pexels, or the Black Foxes UK image repository for article illustrations (if applicable).
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3. Content Guidelines

A. Fox Behaviour, Welfare, and Wildlife Conservation Articles

Frequency: 1 article per week.

Content:

- Topics should include fox behaviour, welfare concerns, exotic pet management, and conservation efforts.
- Use engaging language to educate readers on complex subjects, making them accessible to a broad audience.

Process:

- Conduct thorough research using reputable sources.
- Organise the article with a clear introduction, body, and conclusion.
- Keep articles between 800-1,200 words, depending on the topic.
- Ensure content aligns with Black Foxes UK's tone and style guidelines.
- Submit articles for review and revisions before publication.

B. Incorporating Data and Case Studies

Frequency: As needed (depending on the article topic).

Content:

- Use relevant data, case studies, or real-life examples to strengthen the article's credibility.

Process:

- Source data from trusted wildlife reports, government websites, or academic studies.
- Always cite the original source of the information used.

4. Promotion of Membership, Donations, and Website

A. Encouraging Readers to Support Black Foxes UK

Frequency: Within the body of articles (as appropriate).

Content:

- Highlight Black Foxes UK's ongoing conservation efforts and the importance of support.

Process:

- Include a brief mention of how readers can contribute by becoming members or donating.
 - Direct readers to the website using clear calls to action, e.g., “Learn more about how you can support our conservation efforts by visiting [link].”
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5. Engagement and Community Interaction

Frequency: 10-15 minutes per week (optional but encouraged).

Tasks:

- Engage with readers in the comment section by responding to questions or clarifying points.

Process:

- Monitor article comments after publication and engage with readers to answer questions or encourage further discussion.
 - Collaborate with the social media team to share your articles across Black Foxes UK’s platforms for wider reach.
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6. Article Review and Feedback

Frequency: Once per week, after submission.

Tasks:

- Submit articles for review by the Black Foxes UK team.

Process:

- Allow time for revisions based on feedback.
 - Make necessary edits and resubmit for final approval before publication.
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7. Workflow Breakdown (for 3 Hours/Week)

Monday (1 hour):

- Research topics for the week's article.
- Begin drafting the article based on the chosen topic.

Wednesday (1 hour):

- Complete the article draft.
- Incorporate data or case studies, and proofread for errors.

Friday (1 hour):

- Submit the article for review.
 - Engage with the community by responding to article comments or promoting the article on social media.
 - Plan the next article for the following week.
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8. Continuous Improvement

- **Stay Updated:** Regularly read wildlife news and updates on fox conservation to stay informed and provide accurate, current information.
 - **Experiment with Writing Styles:** Try different tones and approaches to see what resonates best with readers.
 - **Incorporate Feedback:** Use feedback from the team to improve article structure, depth, and engagement.
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Approval & Sign-Off

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