

BLACK FOXES UK SOCIAL MEDIA SOP

Standard Operating Procedure (SOP)

Role: Social Media Manager (Part-Time, 3 hours/week)

Objective: To manage and promote current Fox News, reports and sightings, photos, inspirational quotes, membership, donations, and the website across social media platforms, aiming to increase engagement and reach.

1. Overview of Responsibilities

- **Daily Tasks** (spread over the week in 3 hours):
 - Post content related to Fox News, reports, sightings, photos, and inspirational quotes.
 - Promote membership, donations, and website links.
 - Engage with followers (likes, comments, replies).
 - Monitor post analytics to track performance.
 - **Weekly Goal:** Increase engagement (likes, comments, shares) and reach (followers, impressions) on social media channels.
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2. Platforms and Tools

- **Platforms:**
 - Facebook
 - Instagram
 - Twitter (X)
 - YouTube (if applicable)
 - **Tools:**
 - **Content Scheduling:** Buffer, Hootsuite, or Meta Creator Studio.
 - **Graphics Design:** Canva (for inspirational quotes and photo collages).
 - **Analytics:** Native analytics tools on each platform, or aggregated via scheduling tools.
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3. Posting Schedule and Content Guidelines

A. Fox News, Reports, and Sightings

- **Frequency:** 3-4 posts per week (spread across Facebook, Instagram, and Twitter).
- **Content:**
 - Share relevant Fox News articles and updates.
 - Report local or regional fox sightings.
 - Include hashtags like #FoxReports #WildlifeNews #FoxNews to increase discoverability.
 - Add location-based tags for sightings.
- **Process:**
 - Curate recent Fox-related news from trusted sources.
 - Use eye-catching headlines and short, engaging captions.
 - For sightings, ensure to use geotagging when possible.

B. Photos

- **Frequency:** 2-3 posts per week.
- **Content:**
 - Post high-quality fox images with captions.
 - Showcase fox behavior, habitats, or any conservation efforts.
- **Process:**
 - Source high-resolution images.
 - Use Canva or other tools to overlay inspiring quotes or facts.
 - Include image credits when necessary.
 - Include relevant hashtags like #FoxPhotos #WildlifePhotography.

C. Inspirational Quotes

- **Frequency:** 1-2 posts per week.
- **Content:**
 - Use a mix of nature-related quotes or conservation-themed sayings.
- **Process:**
 - Design quotes using tools like Canva.
 - Ensure the post design aligns with the brand's aesthetics.
 - Add fox or nature-related images as backgrounds when possible.
 - Use motivational hashtags such as #SaveTheFox #WildlifeQuotes.

4. Membership, Donations, and Website Promotion

A. Membership

- **Frequency:** 1-2 posts per week (promoting benefits of membership).
- **Content:**
 - Highlight membership perks such as exclusive updates or events.
 - Share testimonials from current members.
- **Process:**
 - Create graphics that promote joining the membership program.
 - Use clear call-to-action (CTA) buttons or links directing users to sign-up forms.
 - Use phrases like "Join Today" or "Become a Member."

B. Donations

- **Frequency:** 1 post per week.
- **Content:**
 - Post about how donations help protect foxes and fund conservation efforts.
 - Highlight past successes made possible through donations.
- **Process:**
 - Use compelling images or short videos showing the impact of donations.
 - Include a donation link or a "Donate Now" button.
 - Mention tax-deductibility (if applicable).

C. Website

- **Frequency:** 1-2 posts per week (encouraging website visits).
- **Content:**
 - Post snippets from blogs, research articles, or other content hosted on the website.
 - Drive traffic to specific pages (e.g., donation page, membership, or latest news).
- **Process:**
 - Use brief, catchy headlines with shortened links (e.g., via Bitly).
 - Track website referral traffic from social posts through analytics.

5. Engagement and Community Interaction

- **Frequency:** 10-15 minutes daily (across platforms).
 - **Tasks:**
 - Respond to comments and messages.
 - Like and reply to relevant comments on posts.
 - Engage with followers through polls, questions, or prompts.
 - **Process:**
 - Spend a few minutes checking notifications and engaging with comments.
 - Respond promptly (within 24 hours) to inquiries or messages.
 - Encourage user-generated content by asking followers to share fox sightings or stories.
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6. Analytics and Reporting

- **Frequency:** 15-20 minutes per week (end of the week).
 - **Tasks:**
 - Review social media analytics (engagement rate, reach, follower growth, etc.).
 - Track performance of different content types (photos, news, quotes).
 - **Process:**
 - Use platform-specific analytics (e.g., Facebook Insights, Instagram Analytics).
 - Identify which posts perform best and note trends.
 - Adjust the content plan based on what drives engagement.
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7. Workflow Breakdown (for 3 Hours/Week)

Monday (1 hour):

- Post a news article, sighting report, or photo.
- Share a membership promotion.
- Respond to any comments/messages.

Wednesday (1 hour):

- Post an inspirational quote or photo.

- Share a donation request post.
- Engage with the community (likes, comments).

Friday (1 hour):

- Post about the website, blog, or upcoming events.
 - Check weekly analytics and prepare a brief summary for review.
 - Plan content for next week.
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8. Continuous Improvement

- **Monitor Trends:** Stay updated on social media trends and adapt the strategy to what works best.
 - **Test New Ideas:** Try new content formats (e.g., reels, stories, polls) to see what resonates with followers.
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Approval & Sign-Off

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