

Social Media Volunteer for YHA



(This schedule meets requirements for the Bronze Duke of Edinburgh's Award volunteering section)

<p>Week 1</p>	<p>Find out about YHA Find out more about YHA. Utilise yha.org.uk and explore YHA's social media accounts (Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube). What about YHA interests you that you would like to spread the word about?</p> <p>Take a look at what YHA stands for, our culture and values and our history. Remember that whatever you put on social media in relation to YHA needs to reflect these values!</p> <p>Make sure you are using the internet and social media safely – take a look at the advice here. If you need to report anything or have any concerns please contact CEOP.</p>
<p>Week 2</p>	<p>Ideas List the platforms you use and the ones that YHA uses – is there any crossover? Start to follow any accounts you find interesting. Look through the feeds and see if you can find a subject or a campaign that interests you. Pick a few of them and explore further – were you already aware of these? Would it be interesting to raise awareness of this with others?</p> <p>Alternatively, are you using a social media site that YHA is not currently on (such as TikTok)? How could you be a pioneer for YHA on this site to raise awareness of our work?</p>
<p>Week 3</p>	<p>Share Think about the campaigns and issues you researched last week. Can you repost information from YHA with your peer groups? Can you raise awareness more widely or offline? Don't be afraid to collaborate with others to spread your message.</p>
<p>Weeks 4 - 11</p>	<p>Take a challenge YHA is 90 years old in 2020! You can find out more about the history of the YHA, what we stand for, and our impact here.</p> <p>As our story continues, we have come up with several tasks that may be relevant for you. How can you present these things on social media? Try and focus on one a week, creating social posts to promote the different elements of the organisation. Remember to tag YHA's profile and use hashtags (such as #livemoreyha or other trending applicable hashtags).</p> <ul style="list-style-type: none"> • Project 90 – Providing Respite breaks for carers, key workers and low-income families struggling in the wake of crisis. • YHA Impact – Look at our Impact review for inspiration and our YouTube videos on Impact.

	<ul style="list-style-type: none"> • Our work during the COVID-19 pandemic – e.g. providing accommodation to NHS and frontline workers. • A specific hostel - maybe look at history and heritage of the hostel and surrounding area – every hostel’s page has a history section you can use. • YHA’s commitment to Learning Outside the Classroom through our school activities. • YHA’s volunteering opportunities and youth employability work. • YHA’s Partnership work with other charities and community groups – e.g. Mind over Mountains. • The wider hostelling movement around the world – including Hostelling International. • Our new 5 year strategy – tell the world what looks exciting to you about our plans for the future <p>Also, if a hostel is near you, maybe visit and do a video or selfie to share. Due to social distancing, we won’t be able to give you access to the inside of the hostel, but we would hugely value video and shots taken of the hostel’s outside, the local area, landmarks and/or walks.</p>
Week 12	<p>Evaluate</p> <p>Look back at what you have achieved over the last few weeks. What worked well? What didn’t work so well? If you were going to do this again would you do anything differently? Is there another approach that may have been more successful? Also think about what you have learnt? Is social media a force for good? Is sharing content enough or do people need to take action? Don’t forget to take screenshots of your posts and save any content you create to show your DofE assessor.</p>