

Social Media Volunteer for St John Ambulance

Suggested volunteering activity plan for a Bronze Duke of Edinburgh's award

<p>Week 1</p>	<p>Find out about St John Ambulance</p> <p>Find out more about St John Ambulance. Utilise www.sja.org.uk and explore St John Ambulance's social media accounts (Facebook, Twitter, Instagram, LinkedIn, etc.). Is there a specific project that interests you that you would like to spread the word about?</p> <p>Take a look at what St John stands for, our culture and values and our history. Remember that whatever you put on social media in relation to St John Ambulance 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</p> <p>List the platforms you use and the ones that St John Ambulance 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>Week 3</p>	<p>Share</p> <p>Think about the campaigns and issues you researched last week. Can you repost information from St John Ambulance 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</p> <p>St John Ambulance is 143 years old, but our story goes all the way back to the 11th century! You can find out more about the fascinating history of St John and what it stands for 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.</p> <ul style="list-style-type: none"> • Learn about the many roles our volunteers take in their communities supporting health and first aid • Learn about the work St John does with young people and think about how you could promote this on social media • Learn about our history and St John's impact in communities throughout time. A valuable source might be the Museum of the Order of St John • Our work during the COVID-19 pandemic • Download and share the St John Ambulance first aid app • Encourage people to watch and share our first aid videos and advice to raise awareness of the importance of first aid, using #FirstAid



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	<ul style="list-style-type: none"> • Repost or contribute to messages/posts from the St John Ambulance social media feeds • Learn and share the story of the International St John community and the work they do in communities around the world • Find your closest defibrillator and post a selfie with this, showing the importance of knowing where defibs can be found • Share some of our fundraising campaigns, or find a way to fundraise through social media • Write a blog about the aspect of St John you find most interesting (i.e. volunteering, first aid, role in communities). How many people can you get to read and share it? Share this with St John Ambulance.
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>



Social Media Volunteer - Activity Log

Week	Date	What you did	Hours	Initials
1				
2				
3				
4				
5				
6				



7				
8				
9				
10				
11				
12				



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