

A Day at SAASA (Plettenberg Bay) for Media Volunteers

All Media Volunteers are based at the Media Room at Monkeyland. Media volunteers may be requested to do photography or videography at any of our three Plettenberg Bay sanctuaries (Monkeyland, Birds of Eden and Jukani). This will be discussed and planned according to the projects needed at each of our sanctuaries.

Please note that our websites and blogs work on Joomla and Wordpress. Any volunteer who is not proficient in these programmes should let the Marketing Manager know before they arrive so that time can be made to give a 'crash course' in these programmes.

Media volunteers' daily activities during their volunteer placement will depend upon the projects that are needed at that time. On the Media Volunteer's first day, they will meet with the Marketing Manager who will confirm what projects are needed. Thereafter, the volunteer should check in with the Marketing Manager at least weekly to update on progress and discuss any upcoming projects.

8:00

Arrive at Monkeyland and check in with the Marketing Manager on plans for the day and/or week.

8:15 – 17:00

The majority of the day will be spent in the Media Room working on projects agreed with the Marketing Manager. There is a huge array of activities that media volunteers may become involved in depending on what is needed at the time, how long the volunteer is with us and the volunteer's skills and experience. Examples of past media volunteers' projects include:

- Creating professional videos of our sanctuaries to be used at travel shows and distributed throughout the travel and tourism industry;
- Photographing specific primates and creating family trees;
- Writing press articles regarding the arrival of new rescued cats;
- Writing press articles regarding the birth of vervet twins;
- Filming the release of primates from their rehabilitation enclosure into the forest and publishing this on YouTube;
- Filming and publishing on YouTube examples of specific primate behaviour, e.g. vervets swimming;
- Uploading photographs of our sanctuaries to our Flickr, Instagram and Facebook accounts;
- Uploading photographs to our websites;
- Uploading video clips to YouTube;
- Preparing papers for award nominations;
- Revising our sanctuary identification booklets – making updates and improvements;
- Updating information on and making improvements to our websites;
- Updating/improving our ranger training manuals;
- Assisting the Marketing Manager in various networking activities and events;
- GeoTagging photographs, videos and social media posts;

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- Designing adverts in various sizes for print publications
- Preparing presentations for schools;
- Being a guide for journalists on their visits to our sanctuaries and the area;
- Conducting special media tours of the forest.

Media volunteers who have proven to be above average photographers and/or videographers and who have mastered the forest may spend time in the forest taking photographs and/or video footage. We ask that photographs are shared and/or loaded onto our websites and/or social media platforms at the end of each week – it's important that the volunteers' work is shared and not just collected!

In addition to any core media projects the volunteer may be working on, they may also have the opportunity to be involved in more ad hoc activities, for example:

- Marketing in town and at shows and functions;
- Public relations;
- Updating social media sites;
- Participating in social media events, e.g. Instawalks and tweet storms.

17:00

Close of day and return to accommodation.

Lunch

If you are spending the day in the forest, the time you take a lunch break is up to you. If you are working on writing code or on the websites you are also welcome to take a break and enjoy your lunch. Media volunteers are welcome to have their lunch in the upstairs Media Room.

NB At no time will the humanisation of the primates be allowed and we are clinical in our "HANDS OFF" approach towards the primates.

We encourage our Media Volunteers to get involved with other aspects of running the sanctuary, e.g. cleaning enclosures and topping up feed at the start and end of the day. If a Media Volunteer does not wish to participate in these activities, they just need to let the Curator know at the earliest opportunity.

Please note that we do not take media volunteers during the peak times of November and December.