

A Day at SAASA (Plettenberg Bay) for Media Volunteers

All Media Volunteers are based at Monkeyland but may be requested to do photography or videography at any of our three Plettenberg Bay sanctuaries (Monkeyland, Birds of Eden and Jukani) or to create written content for any of these sanctuaries. This will be discussed and planned according to the projects needed at each of our sanctuaries. Some volunteers may even be able to produce material for Monkeyland-KZN, our newest sanctuary, based in KwaZulu-Natal province.

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, or, in her absence, the Social Media 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 working on projects agreed with the Marketing and/or Social Media 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;

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- 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;
- Writing blogs and/or news articles for our 5 websites;
- 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;
- 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.

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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.

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 sanctuaries, e.g. preparing food for the primates and birds, cleaning the boardwalks etc. If a Media Volunteer does not wish to participate in these activities, they just need to let the Marketing Manager know at the earliest opportunity.

Please note that we do not take media volunteers during the peak summer season (Nov/Dec). Short term media volunteers (i.e. those staying for less than 2 months) will similarly only be accepted onto our volunteer programme outside of the busy school holiday periods.

Finally, please note that volunteers must be accompanied in the forest.