



## Discover exciting volunteer opportunities with the Communications team

Good communication within the Society and with the community at large is vital to our successful provision of services and programs to members.

It also allows us to spread and strengthen the Society's reputation.

The Communications team is coordinated by a member of the Management Committee and meets three times a year to develop common themes and ensure that the Society's services and programs are appropriately and effectively supported.

Some volunteers may elect to take on component roles in a number of areas. All members of the team contribute to achieving the Society's goals.

### Specifically, the Communications team

1. produces the QFHS newsletter **Snippets**.
  2. publishes the QFHS quarterly journal **Queensland Family Historian**.
  3. manages **social media** channels: Facebook, X (previously Twitter) and Instagram
  4. updates the **website** and keeps the homepage current
  5. creates **videos** to inform and to provide a record of Society events
  6. provides **publicity** for QFHS events.
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### Snippets

The purpose of Snippets is to

- Provide timely news of Society happenings and events
- Inform members (and registered friends) of upcoming Member Programs and ongoing member services
- Alert members to new online resources, share tips and tricks of family history research

**Specific tasks** involved with producing and distributing the monthly issue of Snippets include:

- Collating information submitted by various program coordinators and individual members in line with the Snippets editorial policy\*
- Writing an introduction to each issue.

### Skills and attributes

Some technical confidence and competence

An interest in keeping the format fresh and attractive.

Attention to detail and an eye for design/layout

## Queensland Family Historian

The Society's journal is a key instrument of communication, an important mechanism for recording the Society's history and growth, a vehicle for both the publication of members' achievements as authors, and the means by which family stories are shared and connections established between members. It takes a team to deliver a quality product to our members and to family history societies around the world.

**Specific tasks** involved with producing and distributing the quarterly issue of *Queensland Family Historian* include:

- Liaison with key personnel in the Society for contributions to each issue of the Journal and with the Writing for Family History Group to encourage submission of articles
- Select articles for inclusion, editing as appropriate

### Skills and attributes

Some technical confidence and competence

An interest in keeping the format fresh and attractive

Attention to detail and an eye for design

## VOLUNTEER



*Do aspects of any of these roles appeal to you?*

*If you would like to volunteer to collaborate in this important area, please complete an Expression of Interest and our Volunteer Coordinator will be in touch.*

*Training and mentoring will be provided for all roles within the Communications team*

## Social Media

The Society's social media channels are used for the purposes of promoting QFHS services, activities and articles of interest to family historians

**Specific tasks** for volunteers include

- Create engaging text, image and video content
- Respond to comments and enquiries in a timely and positive manner
- Refer comments and enquiries to other areas in QFHS, as appropriate
- Join local community Facebook groups and promote QFHS activities

### Skills and attributes

Some technical confidence and competence

Good knowledge of Facebook, X (previously Twitter) and Instagram

Great interpersonal and communication skills – an engaging writing style is important

Good time-management skills – social media requires regular posts to generate and maintain interest.

## Video

We live in a highly visual world and the inclusion of video in the suite of the Society's communication methods is increasingly important. The Society already has a number of instructional videos and records of Society events published on our YouTube channel and intends to add to our collection.

In addition, short clips are valuable additions to Social Media posts and could be a feature for one of the volunteers working in this area.

Core members of any video production team are the videographer and the production manager. Together they

- develop the scope of work in consultation with the 'client' (this could be Management Committee or a SIG Convenor)
- manage the process:
  - Identify an appropriate expert within the Society to write the script/advise on its content
  - Identify an appropriate presenter – a member with the required speaking style
- Record, edit and produce the end product

## Skills and attributes

Production management:

Good interpersonal and communication skills  
Attention to detail and an eye for design

Videography:

high level technical competence

## VOLUNTEER



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## Website Content

The Society's website is our virtual shopfront and enticing members and the community at large from their first glance at our website is vital. (Of course, the structure of the entire website and ease of movement through it are also highly relevant to the overall experience we offer.)

Volunteers update the website content (with reference to our Style Guide) and ensure the home page, in particular, is current and engaging. They are important contributors to our goal of both keeping members informed of the latest news and curious visitors impressed with this glimpse of the vitality of the Society.

**Specific tasks** include

- Update content – text and images – in response to specific requests
- Monitor homepage content and remove articles as they become obsolete
- Maintain a master list of online forms and update the online forms as appropriate (eg when new office-bearers come to office or coordinators change)
- Source, on occasion, appropriate images to enliven an announcement or news item

**Skills and attributes**

Some technical confidence and competence - While the current website is grounded in Umbraco, the new website to be delivered in 2024 will use the WordPress platform. A working knowledge of either is required.

Good time-management skills

**Publicity**

A number of volunteers contributing to this aspect of the Communications team’s important work will undertake the following types of tasks:

- Write short (approx. 350 words) advertorials on topics identified in the Communications Plan (eg National Family History Month, education courses)
- Develop promotional material (flyers, etc) for use by the Community Outreach team
- Create versions of the promotional material suitable for use by the Social Media team
- Design advertisements for newspapers and magazines (eg Your Time magazine)
- Write/Update entries for the websites of organisations with which QFHS is affiliated (eg. Brisbane Living Heritage)
- Promote appropriate activities to local historical societies and family history societies throughout Queensland

**Skills and attributes**

Some technical confidence and competence

Great interpersonal and communication skills – an engaging writing style is desirable

Good time-management skills

Attention to detail and an eye for design

**VOLUNTEER**



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