

I first applied for the Nottinghamshire Neighbourhood Watch team as a Social Media Editor to gain valuable work experience with a registered organisation, which is often hard to obtain at a young age.

From first meeting Sue and eventually the team, I've felt welcomed and appreciated for the work I've done through NottsWatch and our social media sites. As a real work based team there was a huge responsibility on building NottsWatch's online presence, but this helped me develop many workplace skills such as communication, initiative and a sense of leadership, which is a valuable asset for the future.

As a Social Media Editor, I was provided with a blank canvas and a chance to make my mark on NottsWatch's digital presence. I then created a social media strategy based on our demographic and adapted posts to match that audience. This included sourcing information from various sites but also taking on what Sue, our Chair, was saying as she was more integrated into the community, which was incredible helpful.

Within this role, NottsWatch enjoyed great success. We reached over 15,500 people on Twitter within 45 days with a high engagement rate of 1.6% compared to the average non-profit engagement rate of 0.055%. We also reached 24,411 people on Facebook over a 4-month period.

This great success and development of skills over this period allowed me to obtain a Social Media Manager role within my desired field, where they were very impressed with the skills NottsWatch has allowed me to develop.

I'm grateful for the opportunity that NottsWatch provides for people who require the experience, such as young people. As the job market gets more competitive, I would definitely recommend working as a volunteer as a Social Media Editor as it provides credible workplace skills which can provide you with a bright future.

Joshua Butler,

Final year Business Management student at the University of Derby.