

## **Wildlife Content Creation: Engage the World through Captivating Stories, Online Learning, and Social Media**

Are you passionate about the outdoors and eager to make a positive impact on wildlife conservation? Looking to sharpen your storytelling skills and become a social media audience maestro? Join our team to be a part of an exciting project focused on delivering valuable content that educates and inspires the public about what they can do to improve wildlife conservation on farms, forests, wetlands, grasslands, and backyards. Research emanating from this position includes evaluating learning and behavior change associated with outreach activities.

We are developing a program to harness the power of online educational tools, an online newsletter, and social media (currently focusing on Twitter/X & YouTube) to enhance knowledge about wildlife and wildlife management practices. As a student working on this project, you'll have the opportunity to contribute to the creation of nationally and internationally recognized educational resources. These resources will span various mediums, including long-form and short-form written content, captivating audio, and visually engaging videos.

The particular area of focus for this position is flexible based on student interests and experience. Students may:

1. Work with PI, Dr. Luke Macaulay, to create content that will educate and entertain the audience about Maryland's diverse wildlife and effective wildlife management practices.
2. In collaboration with the PI, develop a content calendar, conduct content research, develop scripts and content ideas, edit videos, use search engine optimization and understanding platform algorithms to maximize reach.
3. Assisting in building a wildlife management website, curating captivating images, organizing content, and promoting it across our social media accounts. Current website (under development): <https://helix-harpsichord-xh7c.squarespace.com/config/>
4. Under the guidance of the PI, developing online courses on topics of mutual interest (example: <https://360.articulate.com/review/content/c4739191-50d6-44b8-819c-24c0ba2f1ee4/review>).

As a valued member of our team, you'll have the chance to delve into other exciting lab activities. This may involve assisting in wildlife management research, such as acoustic monitoring, analyzing trail camera data, studying native vegetation establishment, food plots, conducting surveys of large landowners, and assisting with the development and implementation of in-person educational programs related to wildlife management.

### **Required skills**

- Interest and ability to experiment with writing and learn about creating captivating content in both short-form and long-form
- Video editing and creation a plus (can be learned on the job).
- Ability to look into, identify, and utilize the newest tools to enhance social media content creation, scheduling of posts, etc.

### **Compensation, Hours, Term, Location,**

Compensation is available for candidates based on proven experience or for students who demonstrate their abilities and performance through volunteering.

Number of hours/week are flexible based on student availability, exams, and workload: 5-20 hours/week is a good starting point.

Length of term is flexible, but the PI seeks to develop a long-term working relationship to both advance student skills and achieve improved marketing and education about wildlife conservation over many months and even years (one student has been working with the PI for 1.5 years and counting).

Work may be conducted independently at the time and place of the student's choosing. Meetings will be conducted virtually over zoom, and occasionally in person.

### **How to Apply:**

Please send a cover letter and resume to Dr. Luke Macaulay at [lukemac@umd.edu](mailto:lukemac@umd.edu).

PI Bio: <https://agnr.umd.edu/about/directory/luke-macaulay>