

## Daz in the Hat Radio

### Organisation details

Daz in the Hat Radio is a registered CIC based in Bradford. They primarily support independent, unsigned artists who are aired on their station free of charge. This is to help aspiring artists reach a wider audience and build their confidence. It also means the station plays a wide array of unique music for their listeners that they otherwise may not hear. Daz in the Hat provides training opportunities for those interested in radio, helping them acquire skills for paid work or volunteer roles. Not to mention their presenters span across multiple countries!

### Project Details

Web Design:

Daz, Director of the organisation, looks after their website. He is looking for a skilled volunteer who can offer support with their web design, to help give the current website a refresh. Making sure the website is user-friendly, engaging and accessible will help them to increase their profile and gain listeners for their budding artists. Support needed:

- Giving their current website a refresh.

Digital Marketing:

Daz also looks after their social media pages, including Facebook and Instagram. He is unsure of how to best utilise these platforms to support the organisation's marketing and would welcome any guidance related to this, or advice around creating a digital marketing strategy. Helping with understanding how their social media pages can be best used to amplify their reach and promote the organisation would be extremely beneficial for Daz. Support needed:

- Advising with methods to effectively use social media as marketing tool.

### Number of volunteers

We are open to working with a wide range of volunteers who are able to help us with the project above.

### AOB

The link to Daz in the Hat Radio's website is pasted below:

<https://dazinthehat.com/>

The links to Daz in the Hat's Social Media pages are pasted below:

Facebook: <https://www.facebook.com/Dazinthehatradio/>

Instagram: <https://www.instagram.com/dazinthehat/?hl=en>

## **Contact**

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