



VolunteerMatch

VolunteerMatch Learning Center
Introductory Approaches

Social Media and Volunteer Engagement

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Agenda

- What is Social Media and why does it matter?
- Designing successful Social Media campaigns
- How to use Social Media to recruit and engage volunteers
- Social Media Dos and Don'ts

What is Social Media?

Social Media is a way of interacting with others using online tools or platforms.

- Keep up to date with friends and family
- Share ideas or opinions
- Get ideas or reviews of places to eat or stay
- Communicate with prospective volunteers, and recruit, train, and keep in touch with current volunteers.

Successful Social Media Campaigns

Social Media should be

- Brief
- Timely
- Actionable

Social Media can

- Keep volunteers and supporters up to date
- Help spread and share news and ideas
- Attract new volunteers
- Provide an experience not based on a location

Social Media & Volunteer Engagement

What do you need your volunteers to do?

- Sign up for an event, shift or orientation

What do you want you volunteers to know?

- Initial trainings, new policies/procedures
- That you appreciate what they do

What would you like your volunteers to share? With you?

With the world? With each other?

- Feedback on new programs or opportunities
- Support and passion for your library and mission
- Experiences with other volunteers - different days or locations

Facebook

The most popular social networking site in the world.

Great for:

- Building a community of all of constituents
- Sharing photos, videos, stories and events all in one place.
- Building relationships with peripheral volunteers (single day, corporate groups)
- Saying “thank you” and promoting that to your whole community
- Getting feedback or ideas from volunteers or community members

Twitter

Twitter is about what is happening right now! In 280 characters or less. Great for:

- Promoting new or upcoming volunteer opportunities
- Immediate volunteer needs or reminders
- Sharing news or events
- When you need the “ripple effect” - ReTweeting can help spread the word
- Participating in or building support for an event or a topic – hashtags (#) group like tweets #volunteer, #volunTweet, #LOVols

You Tube

Not just for cute kitten videos! Actually useful too.

Great for:

- Gathering videos to be promoted in other places – website, Facebook, etc.
- Providing orientations and trainings available on the volunteer's schedule
- Professional development for your volunteers – new information
- Helping your volunteers understand your clients or the work you do
- Saying “Thank You!”

Blogs

Originally a combination of Web and Log – an online journal – now, it can be so much more. Great for:

- Sharing news and ideas and soliciting feedback
- Creating a customizable, easily updated place for information on your volunteer program, and your organization.
- Show volunteers in action with videos and photos
- Helping volunteers communicate with you and with other volunteers.

Social Media on VolunteerMatch

Promote your VolunteerMatch opportunities

- Facebook, Twitter, Blast Email Tool
- Add this creates a Wall post, or a shortened link for twitter

Direct prospective volunteers to one place - Promote Your Listings Tool (Membership tool)

- Promote VolunteerMatch listings on other sites
- Changes to listings update automatically
- Customize the colors/fonts to match your site
- Choose how opportunities are displayed

Best Practices for Social Media

Do

- Start small – pick one medium and build from there
- Commit to regular updates – you can't build a community if you aren't posting information on a regular basis
- Recruit a team of volunteers to help you
- Promote! – Volunteers can't follow you if they don't know you're there.

Don't

- Get overwhelmed. It's ok to pick the sites that work for you
- Leave up old information – If it doesn't work or if it's out of date, take it down

Thank you!

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