

Enhancing Community Involvement and Volunteer Recruitment Through Social Media



What is Social Media?

- Interactive technologies that allow the creation or sharing/exchange of information, ideas, career interests, etc.
- User generated content, such as posts or comments, digital photos or videos, and data generated through all online interactions
- Provides quality, reach, frequency, immediacy of information

Organizational Level Social Media

- Build a Connection
- Foster Interaction
- Foster Participation
- Educate

How to Use Different Social Media Platforms



- Facebook
 - Posts, hashtags, stories



- Instagram
 - Posts, hashtags, reels
 - *Instagram & Facebook posts link!*



- LinkedIn
 - Posts, hashtags

What is a Social Media Algorithm?

- **Social media algorithms** are a way of sorting posts in a users' feed based on relevancy and quality instead of publish time. Social networks prioritize ("weed out") which content a user sees in their feed first by the likelihood that they'll actually want to see it.
- The more "clicks", "likes", "comments", or other interactions a post has, the more likely that post will be considered relevant to users and seen in their feed. Behavior creates unique feed!
- How do you get more interaction on posts?

Relationship. Interest. Relevancy.

- Lots of previous interaction with content = more likely to see future content
- Engagement with similar content = more likely to see your content
- Key words and quality content = more relevancy
- Algorithms show engaging, interesting, and relevant posts!

Social Media: Algorithms

- Facebook
 - Posts
 - Hashtags
 - **Stories**
 - Time of Day
 - Key Words
 - Interaction with Other Posts
 - Interaction with Your Posts
 - Tagging Other Groups in Posts

Social Media: Algorithms

- Instagram
 - Posts
 - Hashtags
 - Reels
 - Time of Day
 - Key Words
 - Interaction with Other Posts
 - Interaction with Your Posts
 - Tagging Other Groups in Posts
- Linking Instagram and Facebook posts (less work!)

Social Media: Algorithms

- LinkedIn
 - Posts
 - Hashtags
 - Time of Day
 - Key Words
 - Interaction with Other Posts
 - Interaction with Your Posts
 - Tagging Other Groups in Posts

Posts: Quality Content

- Hook –Draw followers in (“You’ll never believe...”, “X has been unexpected...”)
- Insights –Share the “what” (“I started...”, “We have...”, “You did...”)
- Call to Action –Ask a question (“Can you...”, “What do...”, who/what/when/where/why/how)
- You want people commenting on, sharing, and saving your posts!
You want people engaging with your posts and stories/reels!

Example

HOOK

INSIGHT

CTA



Friends of the Shelter Foundation

April 18 at 7:02 PM · 🌐

🚨 SAVE TRAVELER! 🚨 This sweet 17 week old Rottie mix puppy was brought into our Vet ER last night after being attacked, by what we don't know. What we DO know is he has several large puncture wounds on his neck and severe swelling along his jawline. He was going into shock, so they reached out to us for assistance. We immediately agreed to help the little guy out, because who can say no to that face?? He's still not feeling great so he will spend at least one more night in the hospital before being released to a medical foster.

How can you help? Donate! His medical care will be costly, so even \$5 adds up quickly when enough people pull together. Just use any of the following platforms:

♥️ VENMO: shelterfriends

♥️ CASH APP: \$ShelterFriends

♥️ PAYPAL: admin@shelterfriends.org

♥️ Call the hospital to pay directly on our account: 405-631-7728 option 6

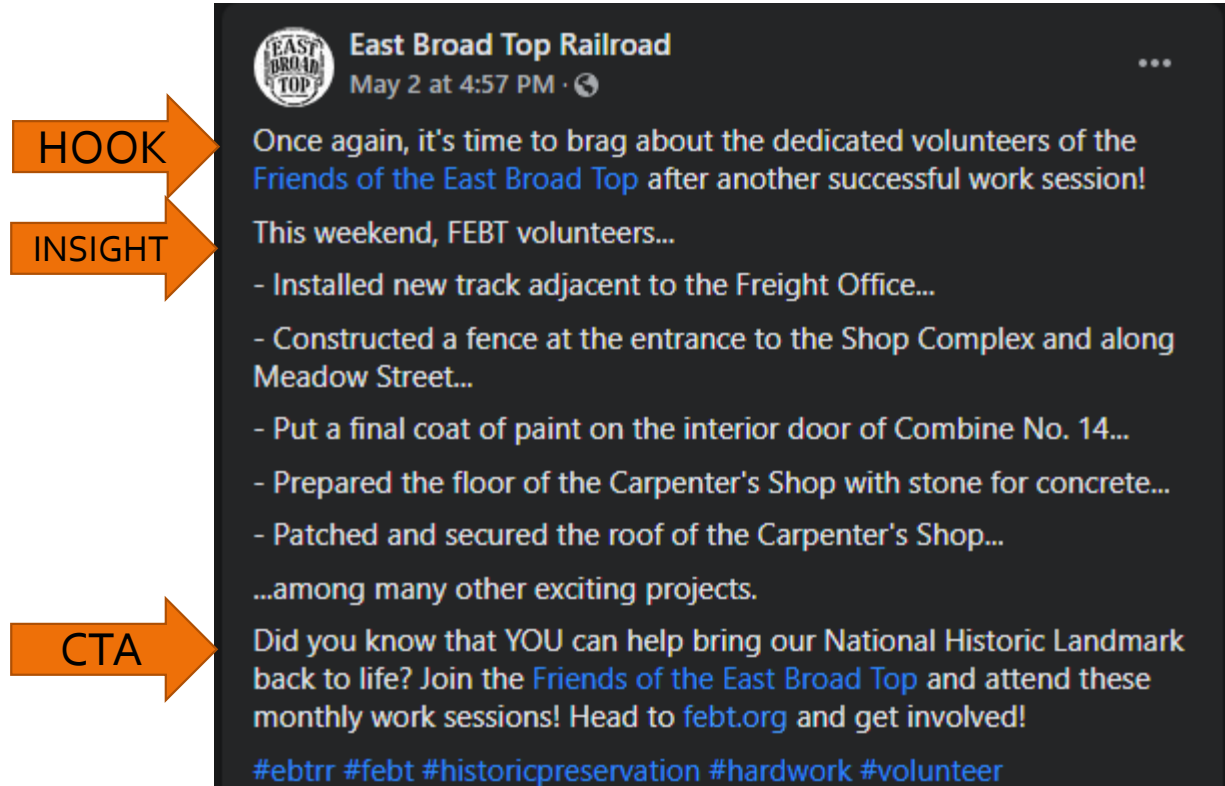
♥️ CUDDLY campaign/wish list:

<https://cuddly.com/donate/4724296/traveler...>

If you can't donate please share his post!

#rescue #dontshopadopt #mixedbreedpurelove #rottweiler #rotties #rottiepuppy #foster #medicalfoster #fosteringsaveslives #volunteer #donate #sponsor #bethechange #onebyoneuntiltherearenone

Example



HOOK → Once again, it's time to brag about the dedicated volunteers of the [Friends of the East Broad Top](#) after another successful work session!

INSIGHT → This weekend, FEBT volunteers...

- Installed new track adjacent to the Freight Office...
- Constructed a fence at the entrance to the Shop Complex and along Meadow Street...
- Put a final coat of paint on the interior door of Combine No. 14...
- Prepared the floor of the Carpenter's Shop with stone for concrete...
- Patched and secured the roof of the Carpenter's Shop...

...among many other exciting projects.

CTA → Did you know that YOU can help bring our National Historic Landmark back to life? Join the [Friends of the East Broad Top](#) and attend these monthly work sessions! Head to [febt.org](#) and get involved!

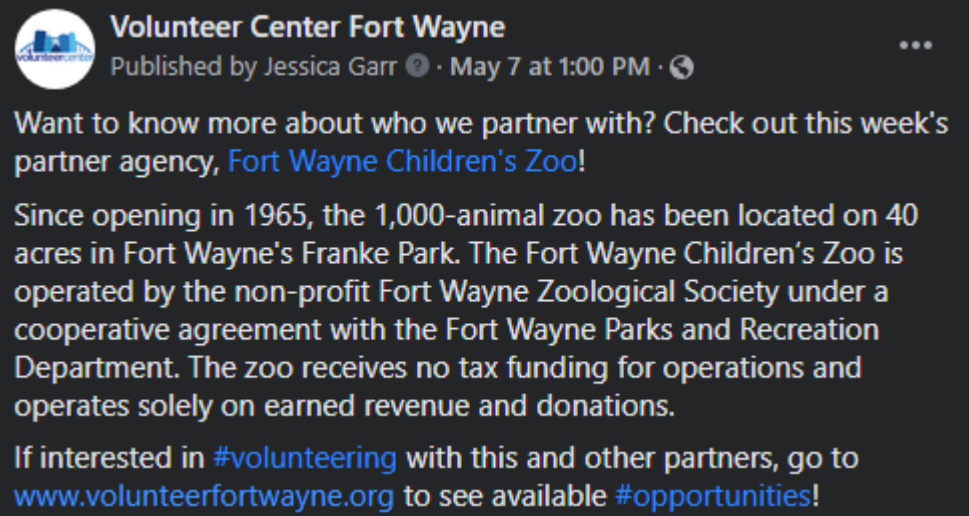
#ebtrr #febt #historicpreservation #hardwork #volunteer


Example

HOOK

INSIGHT

CTA



 **Volunteer Center Fort Wayne**
Published by Jessica Garr · May 7 at 1:00 PM · 🌐

Want to know more about who we partner with? Check out this week's partner agency, [Fort Wayne Children's Zoo](#)!

Since opening in 1965, the 1,000-animal zoo has been located on 40 acres in Fort Wayne's Franke Park. The Fort Wayne Children's Zoo is operated by the non-profit Fort Wayne Zoological Society under a cooperative agreement with the Fort Wayne Parks and Recreation Department. The zoo receives no tax funding for operations and operates solely on earned revenue and donations.

If interested in [#volunteering](#) with this and other partners, go to www.volunteerfortwayne.org to see available [#opportunities](#)!

LinkedIn for Volunteer Recruiting

- The LinkedIn Volunteer Marketplace connects LinkedIn members to volunteer opportunities, and volunteer candidates with nonprofits.
- Business professionals, young professionals, retired, semi-retired, those looking for opportunities, flexible schedules, and more!
- Fewer ads to wade through to see your content

Facebook Stories or Instagram Reels

- Easiest way to interact
- Casual, fun, short
- Facebook stories at the top of Facebook page (stories run across the top)
 - [How To Create a Facebook Story](#)
- Instagram reels allow creation and editing of short videos (similar to TikTok)
 - [How To Create an Instagram Reel Video](#)

Hashtags and Key Words

- Both are easy ways users can search content they want to see
- Use Hashtags that have the most use (#volunteer (6.3M) will have more use in similar posts than #govolunteer (5000))
- Also use Hashtags and Key Words to search other posts for ideas on your own content!

Content: Time of Day Matters!

- Best times to post on Social Media:
 - Monday: 6am, 10am, and 10pm
 - Tuesday: 2am, 4am, and 9am
 - Wednesday: 7am, 8am, and 11pm
 - Thursday: 9am, 12pm, and 7pm
 - Friday: 5am, 1pm, and 3pm
 - Saturday: 1am, 7pm, and 8pm
 - Sunday: 7am, 8am, and 4pm

Interaction with Other Posts

- Other Posts
 - When you interact with other follower or organization posts, those followers' and organizations' followers will begin seeing YOUR posts!
 - TAG other organizations in your posts! This will allow their followers to see your posts!
 - Interactions should be more than a "like" or a one-word comment to have an impact
 - Comment with more than four or five words; ask a question!

Interaction with Other Posts and Yours

- Your Posts
 - When someone comments on your post (or you receive multiple comments on your post in a short period)...
 - Space Out Your Response Times!
 - The spacing of response times allows for your post to pop back up into people's feeds, which means they will start seeing your content more often because they are interacting more!
 - Encourage interactions by:
 - Post a question
 - Post a poll

Consistency is Key

- Make it a priority to be consistent in creating content
- Schedule posts in advance
- Be consistent with timing of content (Motivation Monday, Tip Tuesday, Wacky Wednesday, Thoughtful Thursday, Friend Friday)
- Consistency builds trust
 - Trust builds relationships
 - Relationships lead to engagement
 - Engagement leads to algorithm relevancy
 - Relevancy leads to your posts on their feed

Questions?

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