



# Social Media for Volunteer Programs Planning Guide



 Get Connected  
*by galaxy digital*



# Creating social posts that Educate

## Don't take for granted stating the facts!

Sometimes people truly don't know these details and it helps to understand your volunteer program more deeply. You'll want to keep this information on rotation and share periodically.

**Share the name of your organization**, where you're located, and what you do

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**Who founded the organization**, when, and why

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**Share your mission statement**

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**Who do you serve** and how

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**Share stats on the issues + causes** your program works to solve

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**Share stats on how your program grown** since it was founded

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**Share Impact Stats** like

- # of volunteers
  - volunteer hours
  - meals served
  - people served
  - students tutored
  - funds raised
  - animals adopted
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# Creating social posts that **Inspire**

**Here you'll focus on volunteer experience.** This is where you can share those stories that help connect your volunteer base to your program, keeping recruitment, retention, and engagement in mind.

**Share Impact** stories

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**Volunteer Spotlights**

focusing on volunteer appreciation

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**Share photos or videos**

of **volunteers** while working or at special events

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**Volunteer interviews**

sharing their experience

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**Volunteers sharing**

**their why** for being involved

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**Volunteers sharing**

**their transformation** since beginning their work

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**Volunteers sharing about their experience:**

- who they are
  - what they do here
  - how long served
  - why it's important
  - what they enjoy most about volunteering with your organization
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# Creating social posts that **Invite**

## **Here you'll focus on the volunteer process**

This is where you'll outline the specifics on becoming a volunteer or signing up for specific volunteer opportunities and events. These should address different phases of the volunteer lifecycle.

**Register** as a volunteer

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**Outline training**  
volunteers will complete

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**Share upcoming**  
**volunteer** orientation

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**Share upcoming**  
**volunteer opportunities**  
and how to sign up

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**Share specific**  
**programs** in need of  
volunteers

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**Invite to join** volunteer  
newsletter

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## **Invite volunteers to:**

- attend an open house
  - share your posts
  - join in activism
  - volunteer fairs
  - community events where you'll be present
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# Questions to ask when composing your social posts

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Here are great guiding questions to consider:

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- 1. Who is this post written to? A current volunteer or prospective volunteer?**
- 2. How do I speak with people at different stages of the volunteer journey?**
- 3. What is my intention in this post? To educate, inspire, or invite?**
- 4. How can I best express the what to the who? Is it a photo or video? \* Brainstorm as a team (include trusted volunteers who know your organization well!) all the ways that you could share!**
- 5. Have I gained appropriate permissions to share these images, videos, text?**
- 6. What types of things do we as a team stop our social scrolling to look at longer? Could this work for your organization?**

# Example Calendar

## How often should you post?

- 2-3 x week is a good min
- some posts on rotation
- be mindful of timing to ramp up efforts, number of exposures to the message and amount of time commitment necessary

<b>Inspire</b> Volunteer Spotlight		<b>Educate</b> Program Mission		<b>Invite</b> Upcoming Event
<b>Educate</b> Cause Stat		<b>Educate</b> Program Growth		<b>Inspire</b> Volunteer Story
<b>Invite</b> Volunteer Email List		<b>Educate</b> Program Why		<b>Inspire</b> Volunteer Thanks
<b>Educate</b> Program How		<b>Invite</b> Volunteer Need		<b>Inspire</b> Program Success
<b>Invite</b> Volunteer Training		<b>Educate</b> Program Function		<b>Invite</b> Local Event

# Plan Your Calendar

**Choose a balance of posting types based on your volunteerism schedule and begin placing them on your social media calendar in collaboration with your volunteer newsletter!**
