

**Monday, February 27, 2012**

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**Third NVW video seminar released**

Volunteer Canada today released the third in a four-part series of video seminars designed to assist volunteer centres and voluntary organizations in planning their National Volunteer Week campaigns. [Visit the Video Seminar page on the NVW website to view the video.](#) This week's seminar focuses on social media, set within the context of volunteer recognition.

The seminar is led by Ilona Dougherty, Executive Director of Apathy is Boring. The skill-building video covers the following topics:

- Volunteer Recognition
- What *Don't* We Mean By Social Media?
- What *Do* We Mean By Social Media?
- The Basics
- Why Use Social Media?
- Where to Recognize Volunteers
- Types of Content
- Tips

Volunteer Canada is introducing a new video every Monday for four weeks. To complement each video seminar, skill-building "tools" will also be posted on the NVW website at the same time the videos are released. These tools are meant to further support organizations in their vital work recognizing Canada's volunteers.