

# NATIONAL VOLUNTEER WEEK

April 10 - 16, 2016

*Volunteers are the roots of strong communities*



## Social Media Tip Sheet

There are a variety of free social media websites for your organization to use:

- Facebook
- Google+
- Instagram (photo and video only)
- LinkedIn
- Pinterest
- SoundCloud (audio only)
- Tumblr
- Twitter (microblogging, 140 character limit)
- YouTube (video)
- Vimeo (video)

### TIPS:

- Keep it informal and conversational.
- Personalize your messages with names.
- Tag the people you mention if they use the platform.
- Interact with your followers; don't just make announcements.
- Always respond to comments.
- Leave new comments on content that's related to your organization's work.
- Post photos, videos and graphics.
- Use social media to build and strengthen relationships.
- Share content from other organizations that aligns with your mission.
- Use short links on Twitter. (Bitly.com, ow.ly or tinyurl.com can shorten links for you.)
- Promote your content on multiple platforms to reach a bigger audience.

### POST IDEAS

- Write about why your volunteers are important.
- Interview one of your volunteers.
- Send thank you messages to your volunteers.
- Ask your volunteers to share their favourite volunteering stories in the comments.
- Repost your volunteers content