

Social Media Tip Sheet

Social Media Pointers

- Maintain a casual tone – think friendly with a touch of professionalism.
- Add a personal touch by addressing individuals by name and tagging them if they're active on the platform.
- Engage actively with your audience – it's not just about broadcasting; it's about meaningful interaction.
- Keep Twitter posts concise with shortened links for a streamlined appearance (services like Bitly.com, ow.ly, or tinyurl.com can assist).
- Utilize social media as a tool for cultivating and reinforcing connections.
- Share valuable content from other organizations that align with your mission.
- Amplify your reach by cross-promoting content across various platforms.

Social Media Post Ideas

- Showcase snapshots from recent events or highlight your volunteers in action.
- Extend heartfelt gratitude to dedicated volunteers.
- Explore the significance of volunteering within your community or organization.
- Collect insights from volunteers on their motivations, leveraging their quotes to craft compelling infographics and social media content for NVW2024 celebrations.
- Highlight the important role your volunteers play within your organization.
- Feature a volunteer through an insightful interview.
- Curate and share content generated by your volunteers.

Free Social Media Tools

- Canva (graphics)
- SoundCloud (audio only)
- YouTube (video)
- Vimeo (video)

