



SOCIAL MEDIA TIP SHEET

Use hashtags #NVW2025 and #VolunteersMakeWaves, and make sure to tag @VolunteerCanada

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

- [Bluesky](#) (microblogging, 300-character limit)
- [Canva](#) (for easy graphic design)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [TikTok](#)
- [Twitter](#) (microblogging, 280-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.
- Take advantage of Volunteer Canada's content bank and social media images!

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**Volunteer
Bénévoles**
Canada

National Volunteer Week
April 27 – May 3

La Semaine de l'action bénévole
27 avril – 3 mai

POST IDEAS

- Share photos of your events or volunteers in action.
- Send thank you messages to your volunteers.
- Write about the value of volunteering in your community or organization
- Ask your volunteers ahead of time why they volunteer and then use their quotes to make infographics and other social media content to celebrate NVW2022.
- Write about why your volunteers are important.
- Interview one of your volunteers.
- Ask your volunteers to share their favourite volunteering stories in the comments.
- Repost your volunteers' content.

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