

RoyalApple
M A R K E T I N G

Using Social Media to Promote & Recruit Volunteers

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- 20+ years of marketing, technology, and communications experience
- Trainer 6+ years
- Author, blogger, and avid Twitter fan!
- Big-Picture Thinker & Strategist
- Client list includes non-profits, small companies, and CPA firms

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Agenda

- Making Social Media Make Sense
- 3 Ways to Leverage Social to Gain Volunteers
- Case Studies

Making Social Media Make Sense

Why Social Media?

- Enables supporters to share your message with friends
- Gives potential supporters a low-risk way to get to know your organization



Social Media Strategy Framework



DISCOVERY

- **Target Audience:** Assess audience needs and buying questions that can be addressed through social media
- **Objectives:** What are your social media goals?
- **Social Capacity:** What is your ability to create content, maintain social tools and manage your community
- **Governance** - What social media policies do you want in place?

STRATEGY

- **Listening:** What are people saying about your brand? Listening to stakeholders offers the information required to produce relevant content and shape your social media strategy
- **Social Tools:** Which channels fit your strategy?
- **Content Strategy:** Content is the most important component of a social media campaign. It must be relevant/useful to your target audience and adaptable across social media networks
- **Blog Strategy:** Develop a voice; Help build two-way conversations with your audience; Host discussions; Facilitate sharing of information; Have a clean, functional, usable layout with ability to insert widgets, links, sidebars, etc.

MANAGEMENT

- **Data Collection** - Use analytics tools to measure engagement i.e. leads, sales, page views, visitors, subscribers, followers, fans, comments, etc.
- **Results vs. Goals** - Measure results vs. objectives; Why did you succeed or fail short?
- **Refine** - Assess data; Adjust your strategy; Test new ideas

Design Inspired by David King's "Approach to Creating Experiences"
 © Mark Smicklas, New Marketing & Social Media Strategist, IntersectionConsulting.com/blog

Before You Begin



Know the 4 C's of Social Media's Role in Volunteer Management

1. Communicate
2. Coordinate
3. Celebrate
4. Connect

Ground Rules



- Research
- Organizational Policy
- Invest before spending
- Start small
- 2-way communication
- Solicit feedback & contributions
- Integrate Social and Web
- Use emotion & #s to connect
- Brevity, specificity, and clarity
- Share your network with partners and sponsors
- Respond promptly

How to Begin

1. Define campaign objectives
2. Identify the goals
3. Determine which social platforms work best for needs
4. Develop the communication plan/plan of action
5. Execute the plan
6. Monitor and measure the plan

How to Begin, cont.

- Clear request for help
- Set appropriate expectations up front
- Target specific types of volunteers
- Craft messages that appeal to the target group
- Explain benefits

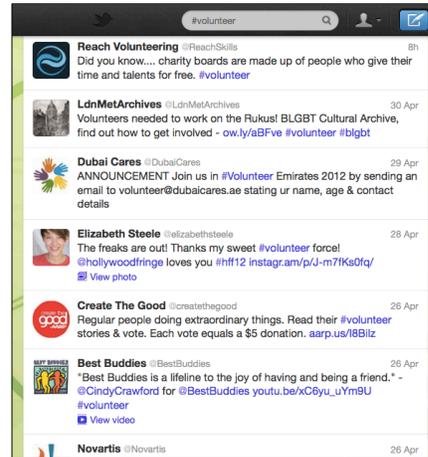
Which platform does what?

- **Blogs** can be a destination for other social media posts and be more in-depth than other postings
- **Facebook** is convenient for these announcements
- **LinkedIn** group discussions are also useful
- **Twitter** is perfect for reminders
- **YouTube** videos are powerful tools in recruiting and promotion (and the #2 search engine on the WWW)

3 Ways to Gain Volunteers

In a Nutshell

- Start a Facebook Fan Page; set up an Event App
- Create a Twitter Account; share volunteer opportunities #volunteer (to get into the volunteer conversation)
- Post a video that makes a compelling case; call to action = get involved!



How? Step 1

- **Recruit**
 - Leverage existing social networks
 - Make it shareable
 - Hashtag
 - Term/Vocabulary
 - Connect with influencers

Big Sister Association of Greater Boston Join us for Rise and Inspire, our annual fundraising breakfast!

Rise and Inspire
Location: Mandarin Oriental Boston
Time: 7:30AM Wednesday, March 10th

March 5 at 1:58pm · Comment · Like

Facebook

Blog

Tweet

Climate Squad vInspired

Climate Squad Volunteer Recruitment OPENS!
By Chloe · 19th June 09

The Climate Squad social networking site will be launched at the start of August 2009. Using further details of all volunteering opportunities available, from 6 month projects (3 days/month) working with schools, households and local businesses, to short-term conservation opportunities (4 days) and one-off actions (up to 1 day), including flash-mobs, interactive display events and production of profile-raising artworks for Copenhagen. Prospective volunteers will be able to support each other via the online community, building profiles, registering their volunteering interests, taking part in discussion forums and uploading videos and podcasts to increase levels of participation, nationally. In the meantime, a couple of volunteer opportunities are open to applicants now:

earthdaychicago: RT @FOTPCicago: Earth Day registration now open, sign up to **volunteer** at your local park or preserve today! <http://bit.ly/dBLhHY> (expand)
Mar 9, 2010 10:30 PM GMT · from HootSuite · Reply · View Tweet

How? Step 2

■ Promote

- Highlight the good things your organization and its volunteers are doing each day, not just on the big days
- Be creative in ways for saying thanks
- Share the numbers and the stories
- Cross promote via social
 - Blog, Facebook Post, Tweet, and make videos
- Tell the media, your community, BOD, champions, donors, and more about your efforts



Big Sister Association of Greater Boston Yesterday was International Women's Day. What did you do to celebrate? Check out these 5 Facebook pages in honor of International Women's Day, courtesy of Non-Profits on Facebook! <http://bit.ly/audTUZ>

Tue at 1:32pm · Comment · Like

OjaiPost: Mar 13: Garden **Volunteer** Day at City of Ojai Community Demonstration Garden: There will be a **volunteer** work day in... <http://bit.ly/akLNaB> (expand)

3 days ago from *twitterfeed* · [Reply](#) · [View Tweet](#)



Cindy Battles #volunteer Group of 20 from OH have given the equivalent of one man's labor for 5 months in just 5 days! And remodeling project is amazing!

about 23 hours ago from *web*

How? Step 3

■ Celebrate

- Demonstrate successes
- Share numbers and stories
- Be honest and transparent (don't embellish)
- Highlight people and activities
- Use the tools to share stories
- Say "Thank You!!!!"

 **Garden Pathways** Kudos to Irena Bautista for successfully completing Garden Pathways "Parents on a Mission" class. Irena reflects on her experience of becoming a "parent leader" in her home: "I am grateful for this class because it showed me that it's not about who's right and who's wrong, and also where the change could start. Now I...

[See More](#)



Parent on a Mission: Irena Bautista
4 new photos
Tue at 6:21am · Comment · Like

Tami, Tonya and 2 others like this.

 **Tami Smith Lopez** Irena, Congratulations!! We are excited for you! Way to go with applying the tools you learned at POM in your family. You are positively affecting generations to come.
Yesterday at 1:42pm

 **TamiBastos:** [@JoelMadden](#) I **volunteer** at the food bank in St Louis City all the time. It makes me feel better when I help. =]

Mar 9, 2010 10:42 PM GMT · from *Echofon* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **TimeToBounce** I tell people that I met [@lancearmstrong](#) really just handed him gel pack @ mi 17 of 08 BOS marathon. Cool stuff happens when you **#volunteer**

about 23 hours ago from Tweetie



Case Studies

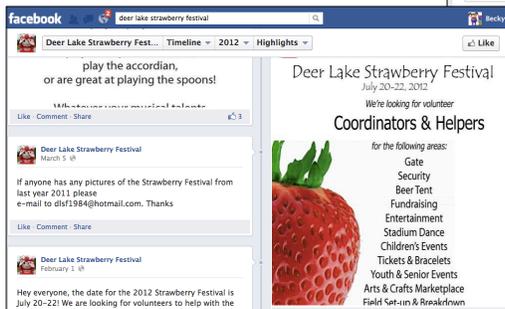
Volunteer 4 Long Island



1. Optimized their social media vehicles
 1. Launched a [@Volunteer4LI](#) on Twitter and used [We Follow](#) to find Long Island people on Twitter.
2. Tapped into the Long Island Tweet Ups
3. Messaged specific Twitter Influencers
4. ReTweets & Facebook Posts



Deer Lake Strawberry Festival



Strawberry Festival, cont.



Deer Lake Strawberry Festival
July 20-22, 2012
We're looking for volunteer
Coordinators & Helpers
for the following areas:
Gate
Security
Beer Tent
Fundraising
Entertainment
Stadium Dance
Children's Events
Tickets & Bracelets
Youth & Senior Events
Arts & Crafts Marketplace
Field Set-up & Breakdown
Vendor Booths, Games & Rides
Advertising Marketing & Website
Great teamwork event for groups!
Students, join now & get your community hours!
Families, individuals, couples, everyone welcome!
Join us on Tuesday, March 13th at the
Hodder Memorial Recreational Complex,
6:30 pm for our Annual General Meeting.
For information call Angela at 635-3055.
facebook Check out our facebook site!

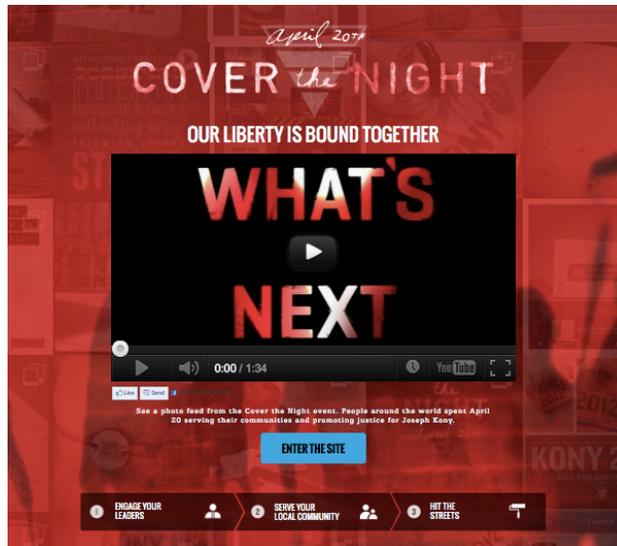
← The what?

↳ Listing of services they needed help with

← Call to action!

← Facebook posting

Super Tuesday – Invisible Children



April 2011
COVER the NIGHT
OUR LIBERTY IS BOUND TOGETHER
WHAT'S NEXT
0:00 / 1:34
See a photo feed from the Cover the Night event. People around the world spent April 20 serving their communities and promoting justice for Joseph Kony.
ENTER THE SITE
1 ENGAGE YOUR LEADERS
2 SERVE YOUR LOCAL COMMUNITY
3 HIT THE STREETS

Goodwill

The image shows two screenshots related to Goodwill Industries International, Inc. The top screenshot is a blog post titled "FOCAL POINT STRIKING GOLD AT GOODWILL" from myclo-focalpoint.blogspot.com, dated February 18 at 8:38am. It has 25 likes and 11 comments. A comment from Brenda Stockberger is visible. The bottom screenshot is a "My Story" page for Caitlin Orness, dated December 13, 2010. It features a photo of Caitlin and text describing her role as a cashier at a Goodwill store, her education at Wright State University, and a quote from Bob Jordan, CEO of Melton Goodwill Industries, praising her as a role model for employees with disabilities.

Share Our Strength

The image shows a Facebook page for "Share Our Strength" with a post titled "NO CHILD IN AMERICA SHOULD GO HUNGRY". The post includes a call to action to "JOIN ME AND TAKE THE NO KID HUNGRY PLEDGE" and a link to nokidhungry.org. The page shows 34,075 likes. A blue arrow points from the "Take the Pledge" button on the Facebook post to a separate pledge form. The form is titled "I PLEDGE TO HELP END CHILDHOOD HUNGER" and includes a photo of a young boy, a "Like via" link, and a form with fields for First Name, Last Name, Email, and Zip Code. Below the form is a "TAKE THE PLEDGE >>" button and the "NOKID HUNGRY" logo.



Parting Thoughts

- Be sure to ask for help in **20% or less of your posts**.
- It wouldn't be fun to have a conversation with someone who only talks about herself; and it would be worse if she spent the whole time **asking for help!**
- Be sure to engage people in **other topics** related to your mission.

Resources

- <http://www.bloganthropy.org/2009/12/social-media-twitter-recruit-volunteers-charity/>
- <http://www.thewesternstar.com/News/Local/2011-07-08/article-2638706/Strawberry-Festival-committee-using-social-media-to-recruit-volunteers/1>
- <http://www.synekamarketing.com.au/blog/2012/02/08/using-social-media-for-recruiting-volunteers-hume-moreland-volunteer-coordinators-network/>
- <http://www.thesocialanimal.com/category/social-media/page/4>
- <http://www.thesocialanimal.com/social-media/recruit-volunteers-social-media>
- <http://www.slideshare.net/devendras/social-media-and-volunteerism-3518983/download>
- http://blog.volunteerspot.com/volunteer_guru/2010/07/how-to-use-social-media-to-recruit-retain-recognize-volunteers----as-the-chief-social-media-geek-at-handson-network-m.html#axzz1oT42PHIK
- http://blog.volunteerspot.com/volunteer_guru/2010/07/how-to-use-social-media-to-recruit-retain-recognize-volunteers----as-the-chief-social-media-geek-at-handson-network-m.html#ixzz1oT48JnWc
- Facebook.com > Studio
- http://www.huffingtonpost.com/pat-walsh/kony-2012-super-tuesday_b_1335700.html
- <http://stepforth.us2.list-manage.com/subscribe?u=92745da33dba5951a463cd042&id=1c7e350600>
- <http://www.arikhanson.com/2011/03/09/3-non-profit-social-media-case-studies-that-deserve-center-stage/>

Questions?