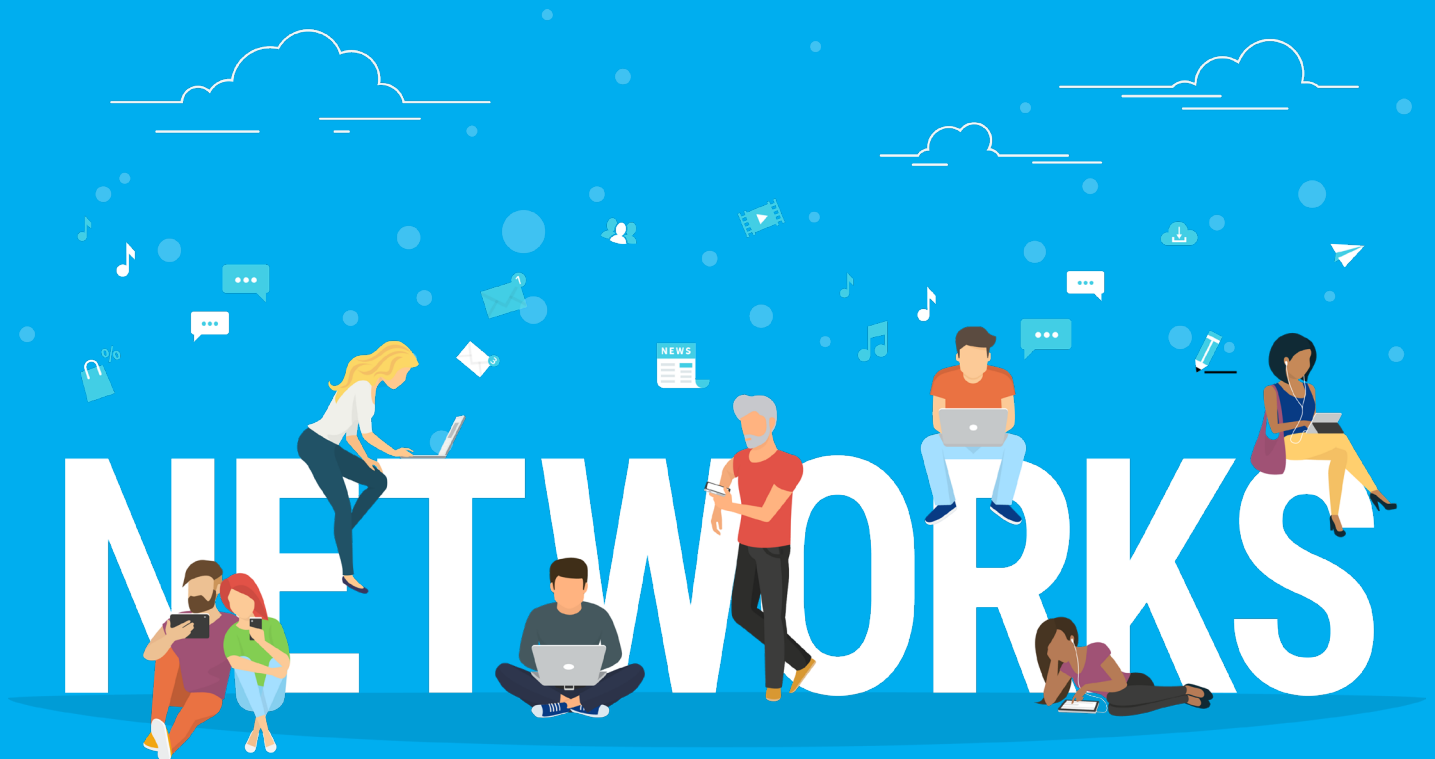


# 6 Tips for Using Social Media for Volunteer Engagement



Social media can be used to raise awareness about your organization and help you attract donors. But it can also be used to recruit volunteers. Expanding your social network will give you a larger pool of potential volunteers - many that may not even know your nonprofit exists.

Here are **6 tips** for using social media to **recruit** and **retain** volunteers!



# 1. Like Us, Please!

Start building your social media network by asking your staff, donors, and volunteers to follow your organization on social media.

Be sure to regularly post content about your nonprofit, including status updates, event information, pictures, and videos.



## 2. Copy That

Create a social media buzz before your next volunteer event. Post several statuses in the weeks prior to the event that create an excitement about your organization. Ask your followers to copy/paste or share your posts. This will increase your reach to potential volunteers.



# 3. Thank YOU!

Everyone wants to feel appreciated - especially volunteers. Highlight your volunteers in weekly or monthly social media posts. Talk about what they do for your organization and how it helps the community. Include a quote from them about why they volunteer at your nonprofit. And if you include pictures of your volunteers, be sure to get their permission first.



# 4. Sharing Is Caring

Ask volunteers to share their experiences with your organization on their social media accounts and to tag your nonprofit and other volunteers. This is a great way to showcase the great work you are doing and recruit new volunteers.



# 5. A Picture Is Worth...

A thousand words! But in this case...it is worth more engagement with your followers. Social media posts with pictures receive almost twice as much engagement as posts without pictures.

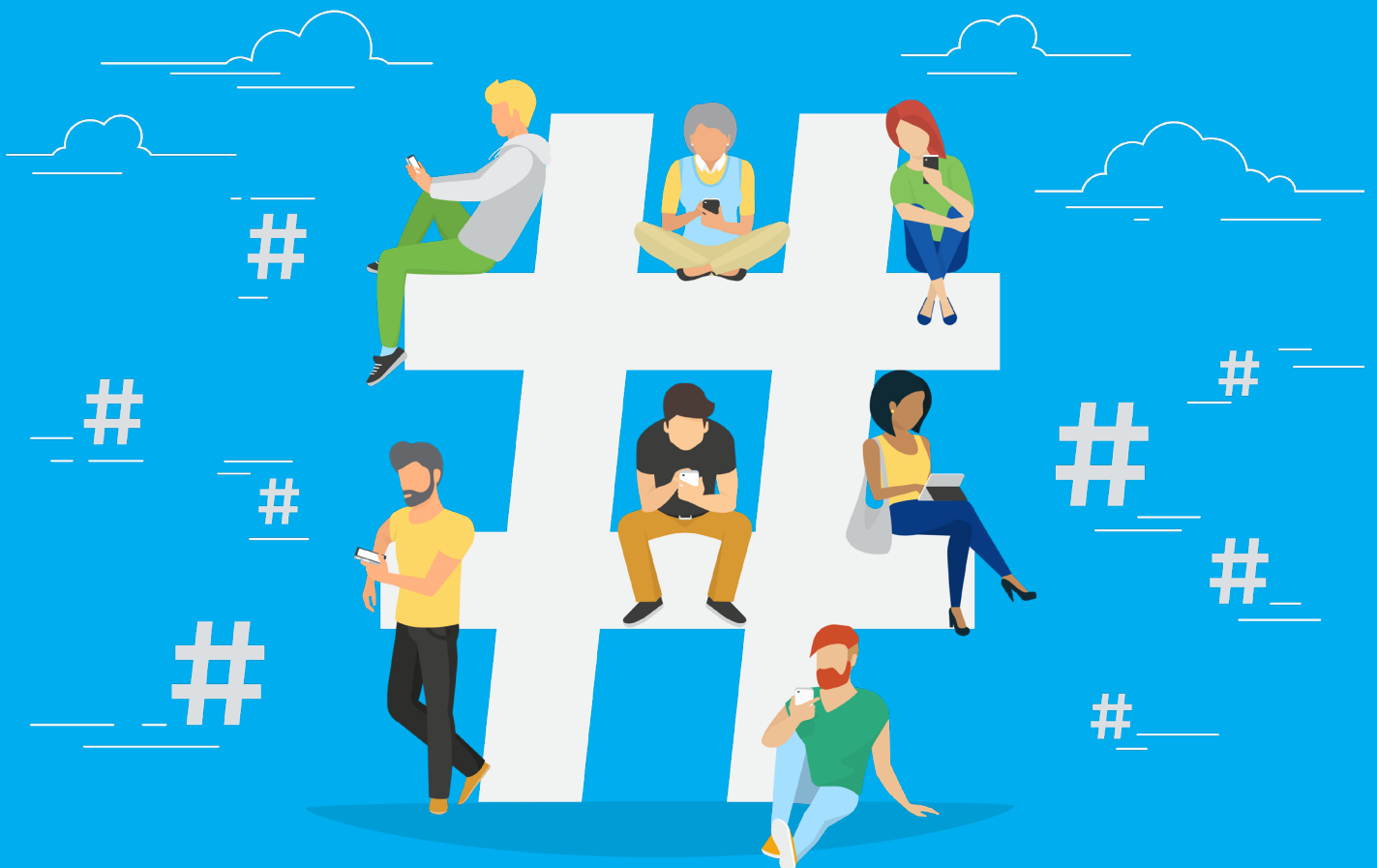
When you post pictures, also include a link to your website, particularly if you want them to volunteer. Make it easy for individuals to find you.



# 6. #Hashtag

Hashtags help people find information on a specific topic or area of interest to them. Trending hashtags allow you to connect with thousands of people.

Create your own hashtags or use one that is currently trending. For help finding the most effective hashtag, use a site like [Hashtagify.me](https://hashtagify.me).





Social media is a useful tool for recruiting volunteers. Keep in mind, not only do you need to create awareness about your organization, you also need to ask people to volunteer. People may not realize you have a need that they can fill.

