

SOCIAL MEDIA STRATEGY: PART 2

Module 11



SOCIAL MEDIA STRATEGY:

PART 2

Welcome to Social Media Strategy Part II, where we will outline some simple and exciting strategies you can use to establish, manage and grow online communities and spread awareness for our mission together.

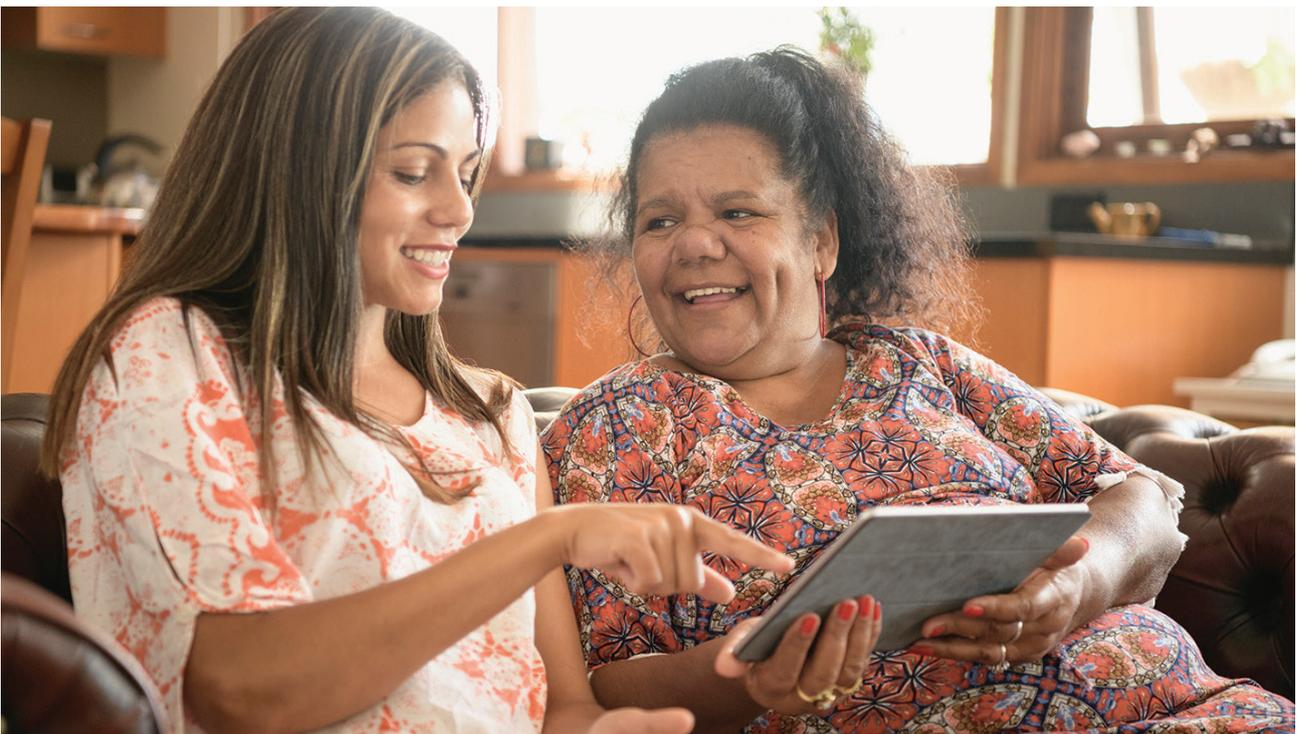
WE'LL START BY BREAKING DOWN OUR PURPOSE TOGETHER:

Your Purpose: Your individual and organisational purpose and quest.

Who You Help: You help volunteers to gain knowledge and resources.

Our Voice: You are kind, inclusive, determined, community-driven, and believe that education is transformative.

Now, let's take this one step further... Let's explore our shared objectives and ways that we can use social media to reach them:



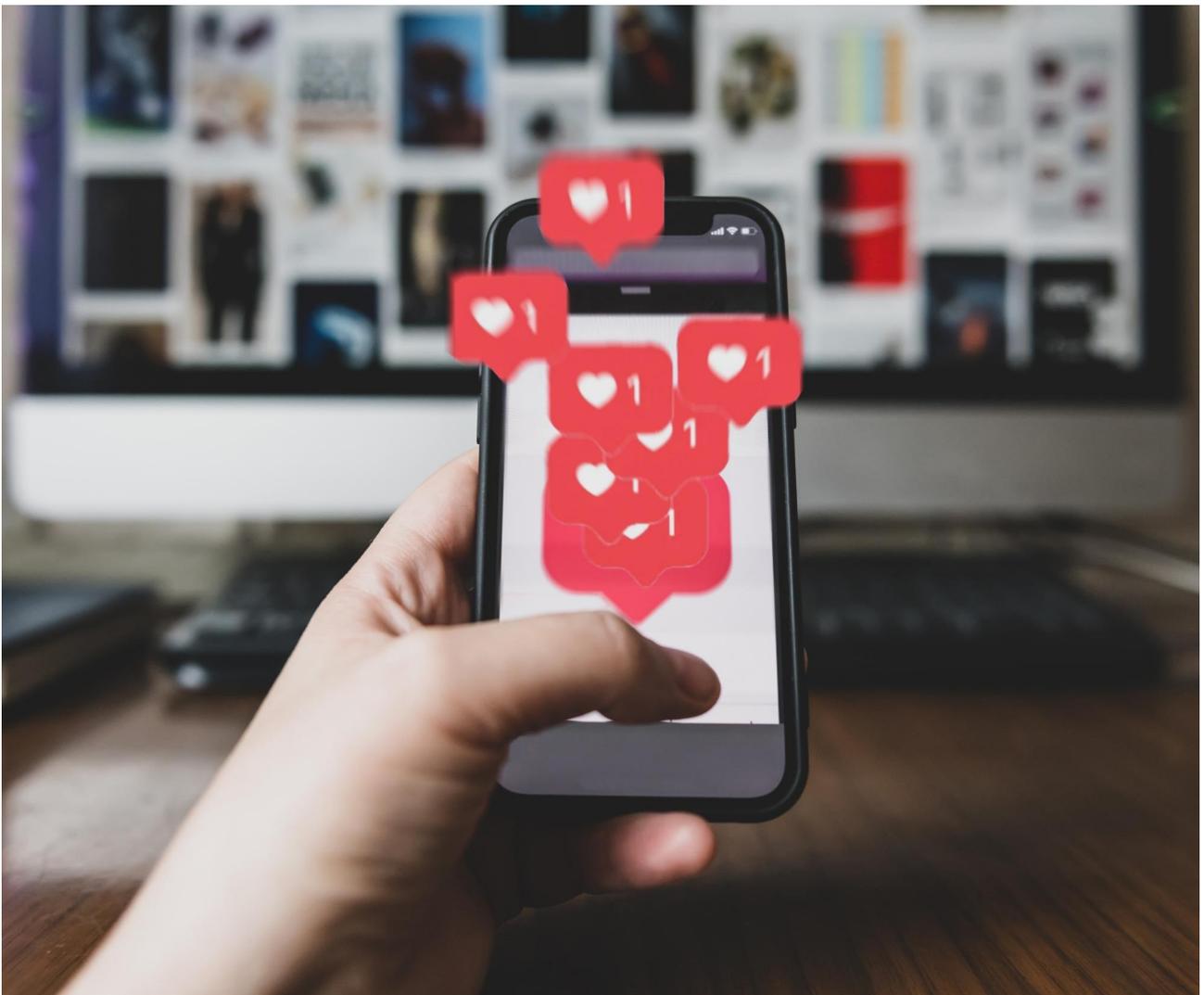
SPREAD AWARENESS FOR OUR CAUSE

Spreading awareness of your cause is one of the most crucial ways that you can make a difference. By sharing links to your website, resources, and articles on your social media page, you can help send this information to those who need it - or those who can help us get it to those who need it.

SHARE YOUR PERSONAL IMPACT

We'd love for you to share your experiences as a Volunteer Manager on your social media platforms. By sharing your stories, insights, and passion, you never know who you might inspire! Social media has a way of allowing us to impact and influence those outside of our circle.

Keep in mind the privacy of our Community Members, though. Avoid sharing names, personal information, or pictures to respect their privacy. Focus on your story and perspective, and know it will make a difference.



SHARE EDUCATION AND AWARENESS ABOUT YOUR PURPOSE

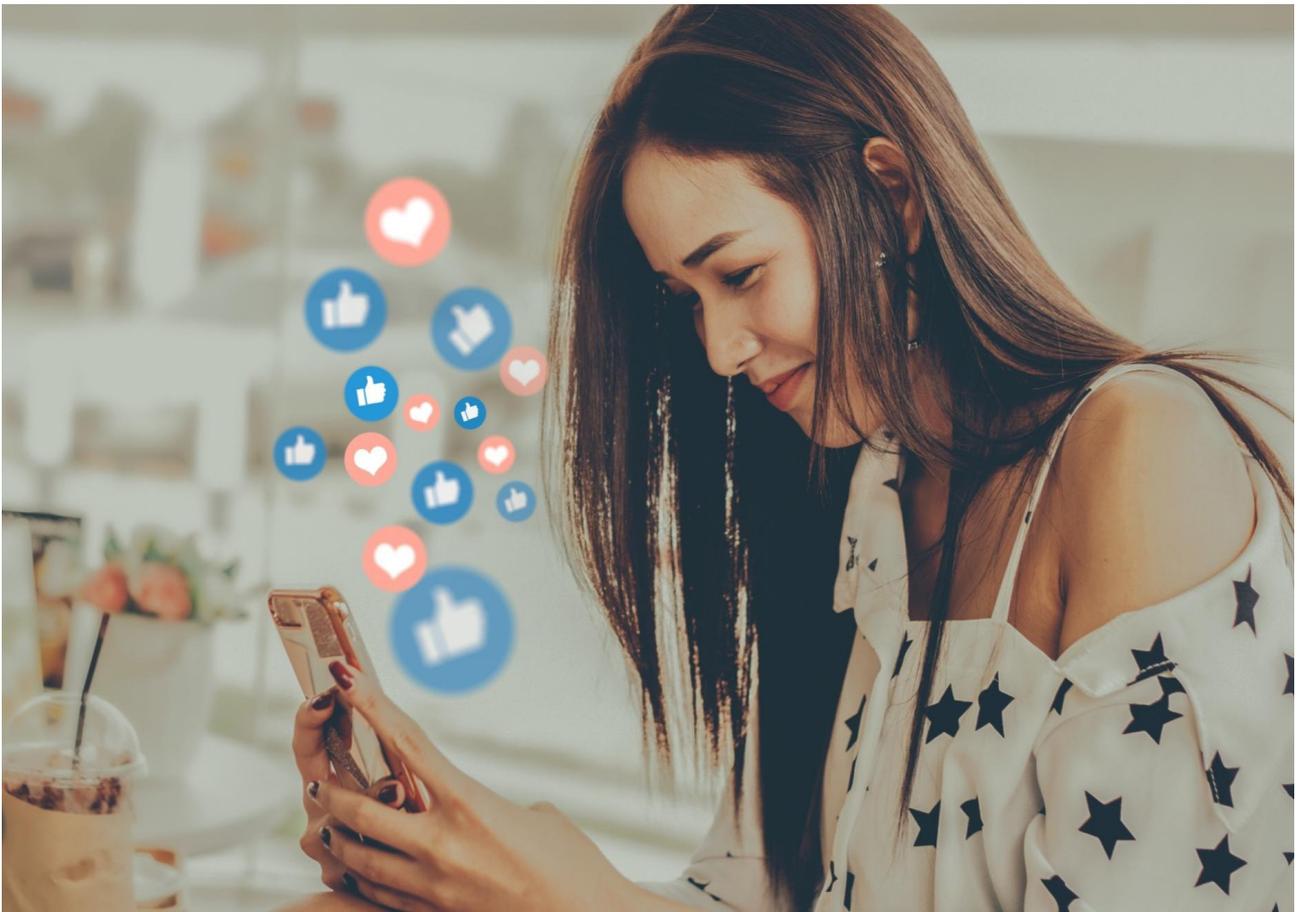
Explain your purpose – and, most importantly, what we can all do about it.

SHARE FREE RESOURCES

Provide free tech assistance, tips and tricks, a newsletter, and resources to help strengthen your message. You can share these links with your friends on Facebook or LinkedIn by visiting the page, highlighting the link in the bar at the top of your screen, and then copying and pasting it into your social media post.

RECRUIT OTHER VOLUNTEERS

Last but not least, recruiting other volunteers can help you help more people! If anyone comments on your posts, let them know they can join, too! Share the fantastic resources and benefits of being a volunteer, and help them get started.



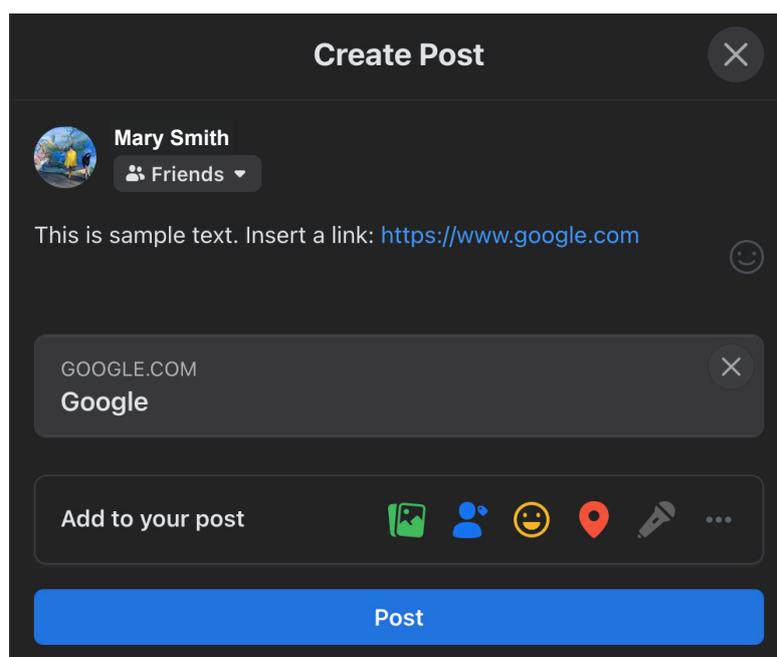
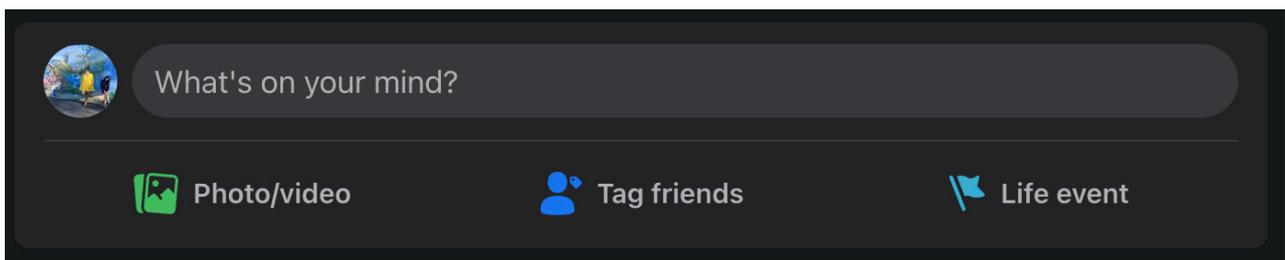
HOW TO CREATE A SOCIAL MEDIA POST

If you're new to social media, don't worry! It's very easy to get started. You can make a free account either on the platform's website or by downloading the app on your phone.

Here's how you can create a social media post on each app:

Facebook

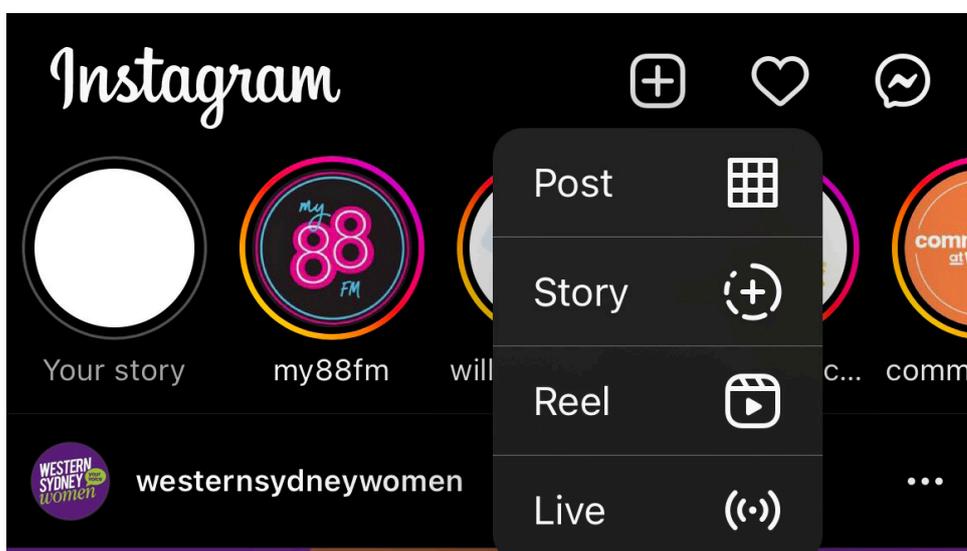
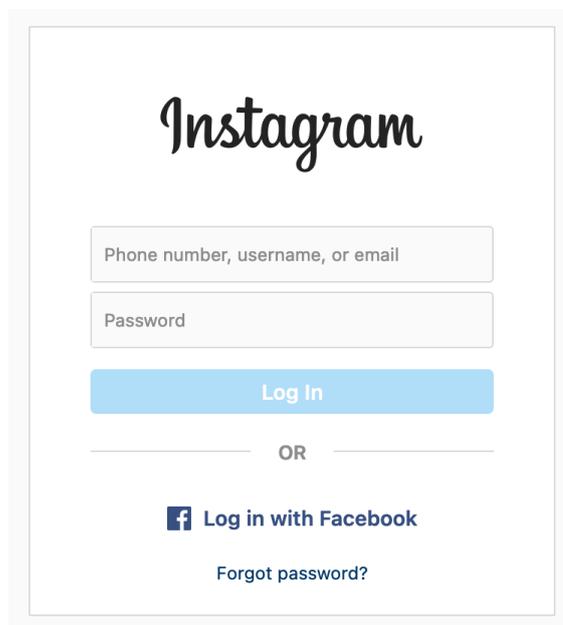
1. Log into your Facebook account.
2. Click on the "What's on your mind, [Name]?" bar.
3. Type your message, and/or copy and paste any links you'd like to share here.
4. Add photos, videos, or other features to your post using the icons below the text entry box.
 - a. If you're posting about another organisation, tag them by clicking the "Tag people" icon, "Add tag," and searching for their page!
5. Click 'Post!'



HOW TO CREATE A SOCIAL MEDIA POST

Instagram

1. Log into your Instagram account.
2. Click on the + icon with the square around it near the top-right corner.
3. Upload and select photos or videos you'd like to share.
4. Hit "Next."
5. Include text with your photo/video(s) by typing in the "Write a caption" text entry box.
 - a. If you're posting about another organisation, tag them by clicking the "Tag people" icon, "Add tag," and searching for their page!
6. Hit "Share."



HOW TO CREATE A SOCIAL MEDIA POST

LinkedIn

1. Log into your LinkedIn account.
2. On the mobile app, click "Post" in the centre of the menu bar at the bottom of the screen. On their website, you'll click the "Start a post" bar near the top of the page.
3. Type your message in the text entry box. Click on the icons to add photos, videos, or other features to your post.
 - a. If you're posting about another organisation, tag them by typing the "@" symbol followed by their name. Click the correct search result.
4. Click 'Post!'

