

## Why is social media a useful tool in recruiting volunteers?

The [2018 Yellow Social Media Report](#) found that 79% of Australians have at least one social media account and 59% of these people access their profile most days and for some up to five or more times a day. With this type of engagement it makes social media a cheap and effective tool in your organisation's volunteer recruitment strategy.

## What do you need to consider before you start using social media to recruit volunteers

- Does your organisation have a clear, succinct and consistent brand and messaging?
- Are you familiar with your organisations vision, mission and strategic objectives?
- Do you have role descriptions, recruitment, induction and coordination procedures for your volunteer program?
- Who is your target audience?
- Who will be responsible in your organisation for planning and implementing your social media strategy?

## How to engage potential volunteers using social media.

People use social media to be just that, social. Before individuals are going to want to volunteer with your organisation they need to come to know you, like you and trust you.

## Some examples of how you can do this:

- Share your organisational history and how you were established
- Share photos and testimonials of current volunteers and why they choose to volunteer for your organisation
- Show "behind the scenes" footage of events, your office, staff and volunteers
- Provide value in your posts which demonstrates you are the best at what you do. Examples – sporting clubs could talk about the benefits of team sport for children; community service agencies could offer budgeting tips, emergency service organisations can talk about how to keep yourself safe during natural disasters.

## Things to remember

- Quality over quantity – do not post for the sake of posting, make sure you are providing high quality content that gives value to your audience
- Your social media content should align with your organisational strategic and marketing strategies
- You can schedule your posts in advance
- Social media is not a quick fix, it takes time to build an engaged online community

## Want to learn more?

You can watch our FREE webinar about to use social media to recruit volunteers by clicking [here](#).