



TIPS & TRICKS TO ENGAGE YOUR COMMUNITY & RECRUIT VOLUNTEERS ON SOCIAL MEDIA

FROM TEXAS CASA

1 KNOW YOUR AUDIENCE

- Use the built-in social media reporting tools to learn about who is currently engaging with your channels.
- Define who you want your new audience to be. Is it the same? Different? How and why?
- Research which social media channels best reach that audience.
 - Why do they choose that platform?
 - What information are they seeking?
 - What kind of content are they engaging with?

Fun fact: Instagram has the highest engagement rate for nonprofit organizations.

2 TOP TYPES OF CONTENT

- **Infographics**
 - Infographics are eye-catching and informative. Due to this, they usually rack up a lot of shares.
 - Use Canva to easily create amazing infographics. Nonprofits can get Canva Pro for free!
- **Educational and How-to**

What do you want your audience to know? Is there a video they should see? Do you have an information session coming soon?

Idea: Create a series of short posts where each one answers a different FAQ your program receives.
- **Live and Interactive**
 - Ask your audience to participate by answering a question or sharing something in the comments.
 - Go live on Facebook or Instagram and have your audience tune in to watch.

Idea: Put a link to your volunteer sign up sheet in the comments when you're live.
- **User-Generated and Testimonials**
 - Have your audience share their stories, write content or submit photos for your program to share on your channels. Be sure to give them credit, but also let them know you have full editing discretion.
 - Look for others in your community posting about CASA, and share their posts on your channels.

3 ENGAGE THE MEDIA

Social media is a great way to engage the traditional media channels such as television and newspaper reporters. Follow and engage reporters and news stations on social media channels to help make your program top of mind when they need a source for a story.

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CONNECT WITH THE COMMUNITY

- Engage with other organizations through social media. Like and comment on their posts and share information about your program on their pages. Use your judgement on when this fits with what the organization is messaging.
- Partner with organizations that have a large social media following. How you can partner with them so they are marketing for you on their channels?
- Respond to comments.

Pro Tip: Spend a couple hours a week engaging with other organizations on social media.

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BUILD YOUR STRATEGY

Your social media strategy should be a separate piece of your overall recruitment plan and include the following sections:

- **Objectives**
What do you want to accomplish? Think SMART goals. Are your objectives specific, measurable, attainable, relevant, and time-bound?
- **Challenges**
What challenges would keep you from obtaining your objectives? You don't have to come up with solutions, just keep them in mind as you move forward with your strategy.
- **Target Audiences**
Who are your different audiences? Be specific.
- **Brand Personality and Voice**
 - Who you do want to be on social media?
 - What is your intention?
- **Tactics**
 - How are you going to accomplish your objectives?