



## SOCIAL MEDIA TIP SHEET

There are a variety of free social media websites and tools for your organization to use:

- [Canva](#)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)
- [Snapchat](#)
- [SoundCloud](#) (audio only)
- [TikTok](#)
- [Twitter](#) (microblogging, 280-character limit)
- [YouTube](#) (video)
- [Vimeo](#) (video)

### TIPS:

- Keep it informal and conversational.
- Personalize your messages with names.
- Tag the people you mention if they use the platform.
- Interact with your followers; don't just make announcements.
- Always respond to comments.
- Leave new comments on content that's related to your organization's work.
- Post photos, videos and graphics.
- Use social media to build and strengthen relationships.
- Share content from other organizations that aligns with your mission.
- Use short links on Twitter. (Bitly.com, ow.ly or tinyurl.com can shorten links for you.)
- Promote your content on multiple platforms to reach a bigger audience.

### POST IDEAS

- Share photos of your events or volunteers in action.
- Send thank you messages to your volunteers.
- Write about the value of volunteering in your community or organization
- Ask your volunteers ahead of time why they volunteer and then use their quotes to make infographics and other social media content to celebrate NVW2023.
- Write about why your volunteers are important.
- Interview one of your volunteers.
- Ask your volunteers to share their favourite volunteering stories in the comments.
- Repost your volunteers' content.