

C Tool 3: Opportunity sharing framework

Ideal outcomes

- Encourage non-profit groups to explore more **youth-oriented marketing strategies**
- Provide non-profit groups with an **understanding of how they can reach and recruit more youth volunteers**

How to use the tool

- **Evaluate the size of your current social media following** (i.e., small vs. medium vs. large)
- Based on current social media size, **choose which partnership and/or word-of-mouth social media activities** you can do in addition to your current marketing efforts



Description

Social media following

Activity examples

Size and youth engagement level of social media following

Partnership strategy

- Share virtual volunteer opportunities through **external channels** (e.g., youth organizations, schools)

- **Small** (< 500 followers)
- **< 25% of followers** youth¹

- **Partner with youth councils** to share your opportunity and to direct youth to your social media /website
- **Connect with local guidance counselors** to share the opportunity and direct youth to your social media pages/website

Word-of-mouth strategy

- Share virtual volunteer opportunities through **internal channels** (e.g., own Facebook page)

- **Large** (> 1,500 followers)
- **> 50% of followers** are youth¹

- Encourage youth volunteers to invite their friends/families through **sharing your content**
- **Encourage your youth to post online for you** (e.g., sharing their experiences, sample posts)

You can use activities from both strategies, but the strategy corresponding to the organization's social media should be "primary"

1. Definition of demographics for "youth volunteer group" should be established by organization prior to recruiting volunteers; definition may vary by organization

C Tool 3: Sample social media post

Pledges for Change
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During this unprecedented time, we at Pledges for Change are looking for ways to support non-profit organizations that rely on in-person volunteers to run their day-to-day activities. As a result, we are currently gauging interest in virtual volunteering! Virtual volunteering is a great way to complete your volunteering hours and contribute to your community from the safety of your home. If you're a high school student, and this interests you, please let us know by filling out the form below:

<https://forms.gle/NJGpCUHv3rg3WhPs5>
#NVW2020

Your caption should include a more detailed description, a call to action and hashtags (if any): captions are a great way to provide more information and to engage youth (e.g. through a link, liking the post). Use a hashtag to make your posts easier to find if a youth wants to look it up again later.

Include simple messaging that will pique youth's interest: you can do this by asking a question, those who are interested are likely to read more.

Include a bright and aesthetic graphic: youth consume thousands of graphics everyday, visually appealing graphics are more likely to grab their attention

Social media best practices

- **Choose platforms that fit best with your demographic** – e.g., Facebook usage is mostly equal across all age groups, but youth are more likely to be active on Instagram
- **Post regularly** - your posting schedule will depend on your capacity, but it's important to set up a regular cadence
- **Different platforms will require different posting frequencies** - ex. posting on Twitter three to four times a day is appropriate vs. once a week on Instagram
- **Create hashtags** - hashtags allow you to easily search through your mentions and content. Platforms also use hashtags to identify your content and show it to relevant audiences.
- **Interact with others** - social media is meant to be just that, social. Interact your followers, but also other non-profit groups, this will increase visibility
- **Use the full capabilities of your platform** - find out what tools you can use on your platform, whether that's Instagram Stories or Facebook Live events
- **Read your analytics and adjust your strategy** - all platforms provide some level of insights. Use these to identify which posts perform better than others and why