

Using social media to reach volunteers

One-day workshop 09.45 – 16.00

Aim of the Session:

To enable delegates to enhance and diversify their volunteer base by utilising social media

Learning Objectives

By the end of this session, delegates will:

- understand and explain the various forms of social media that can be used to engage with volunteers
- clarify the various constraints within their volunteering programme to using social media
- be able to identify specific ways in which they can utilise social media in volunteer recruitment
- be able to access further resources and support for implementing social media to engage volunteers
- feel confident in using social media to enhance their volunteering programme

This workshop provides the opportunity for delegates to identify the benefits their organisation can gain by utilising social media to recruit a more diverse volunteer base. The workshop will look at the ways social media can enhance volunteering and volunteer recruitment within their own programme and allow delegates to feel confident to use social media.

Outline agenda

09.45 – 10:00	Registration and coffee
10.00 – 10.20	Welcome, introductions & agreeing outcomes for the day
10.20 – 11.15	Volunteer and social media
11.15 – 11.30	Coffee
11.30 – 12.00	Options for using social media to engage volunteers
12.00 – 13.00	Barriers to using social media to engage volunteers
13.00 – 13.45	Lunch
13.45 – 14.45	Action plans to incorporate social media to engage volunteers
14.45 – 15.00	Coffee
15.00 – 15.40	Supporting resources for using social media to engage volunteers
15.40 – 16.00	Review of learning & further support and closing context