

The webinar will begin soon. While you wait, please share in the chat box:  
**What is your favorite social media platform for recruiting volunteers and promoting your project?**

## Digital Marketing for Volunteer Recruitment

**VISTA** Volunteers In Service To America  
 Dial: 866-609-4997  
 Commission for NATIONAL & COMMUNITY SERVICE

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### Connecting to Audio

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- Audio resource tools
- Call in via phone (number listed on each slide)
- View Closed Captions in the Live Captioning panel

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### Tips for Participating

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- Share comments and ideas in the Chat Panel (send to "Everyone")
- Ask questions in the Q&A Panel
- Some Adobe Connect features are not available on mobile devices
- Links and recording will be available after the session

COMPUTER

iPhone Chat Icon      Android Chat Icon

*Click this button if you don't see the Chat panel.*

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## Digital Marketing

for Volunteer Recruitment

AMERICORPS VISTA  
NATIONAL & COMMUNITY SERVICE

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### Today's Speakers

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**Khadija Carr**  
AmeriCorps VISTA  
Training Specialist  
VISTA Alum '15-'16

**Chris Suriano**  
AmeriCorps VISTA  
Marketing and Outreach Specialist  
AmeriCorps Alum '08-'10

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### Objectives

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We'll cover:

- ✓ Elements of a strong digital recruitment plan
- ✓ Strategies and social media platforms best suited to recruit your target audiences
- ✓ How to raise your project's profile through successful digital campaigns
- ✓ Q&A session

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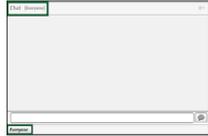
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### Chat Question

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What does your VISTA site do to promote volunteer opportunities?



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### Why Your Brand Matters

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- Do people in your community know of your organization?
- What is their perception of your organization?
- Do they think of it as a place where they can volunteer?



According to LinkedIn, 72% of people who recently changed jobs knew about the organization 6-8 months before they heard about the job.

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### Identify your Audiences

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- **Identify** who you are recruiting
- **Consider** where your audience is most likely to be
- **Map out** which tools and platforms best suit your recruitment goals



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### Your Organization's Website

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- Make it easy for new volunteers to navigate your website and register
- Emphasize the skills and time commitment needed
- Share testimonials, videos, and photos of volunteers and beneficiaries




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### Volunteer Boards

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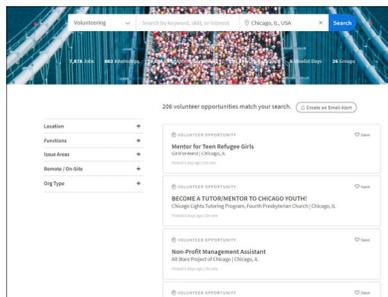
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### Write a Compelling Listing

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- Hook your reader with engaging descriptions
- Be informative and accurate about what is expected of volunteers
- Connect the work they will perform with the impact it will have in the community
- Tailor your listing and formatting to the platform




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**LinkedIn** Dial: 866-609-4997

- Create a **'company' profile** and post volunteer opportunity listings
- LinkedIn for Nonprofits will walk you through tips and tricks for recruiting volunteers on their network, including **free listings**
- LinkedIn offers paid advertisement campaigns with **advanced targeting**




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**Email Marketing** Dial: 866-609-4997




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**Email Marketing** Dial: 866-609-4997

- What is the ask?
- What action do you want your readers to take?
- Keep it simple and brief
- Visuals are key




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## Why social media?



- It's critical brand exposure
- Stay connected with your **volunteers, donors, and partners**
- Share **stories and impact**

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## What Makes Good Content



- Is it authentic?
- Does it strike the correct tone?
- Is it easy to understand at first glance?
- Is it bite-sized?
- Can someone easily share it?




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## Importance of Visuals

Posts that include images produce  
**650% higher**  
engagement than text-only posts.

We process visual information  
**60,000x faster**  
than text.

Visual content is now  
**40x more likely**  
to be shared on social media.

Source: Fast Company

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**Impact** Dial: 866-609-4997

AmeriCorps VISTA  
Published by Matthew Payne 11 February 24 · 48

In communities across our Nation, AmeriCorps VISTA members are leveraging their skills, talents, & passion to fight poverty. #AmeriCorpsWorks

**ANNUAL IMPACT OF AMERICORPS VISTA**  
866-609-4997

- 3,000+ Locations Across the U.S.
- 900,000+ Volunteers Leveraged
- \$78M Assisted from Other Sources
- 220,000 Members Since 1998

Get More Likes, Comments and Shares  
Boost this post for \$0.10 to reach up to 4,000 people.

29,159 people reached

154 Comments · 239 Shares · 1,057 Total Clicks

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**Free Design Resources** Dial: 866-609-4997

Canva

Amazingly Simple Graphic Design Software

Create a design

Social Media · Presentation · Poster · Facebook Cover · Facebook Post · Instagram · Ad

DO WHAT YOU LOVE · CANVAS · CREATIVITY INTELLIGENCE HAVING FUN

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**Free Design Resources** Dial: 866-609-4997

Noun Project

Icons for everything  
Thenounproject.com

Grid of icons including: globe, hand, bicycle, tree, camera, head, cow, snake, gun, shopping cart, scissors, camera, laptop, teapot, spider, bird, infinity symbol, bull, person, wheelchair, bicycle, person, star, person, person, envelope, chair, person, spider, key, speech bubble, gear, list.

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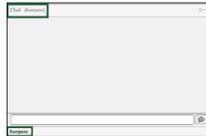
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### Chat Question

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What design resources have you used that are worth sharing?



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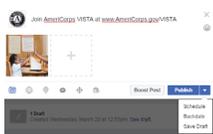
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### Scheduling Social Media

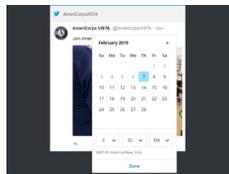
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- On Facebook, schedule content up to **6 months** in the future



- Schedule tweets at a **specific date and time** in the future
- No **tagging** functionality



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### Social Media Marketing

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- Depending on your follower base and marketing goals, consider paid promotions
- Target specific audiences based on:
  - Location
  - Interests
  - Skills and experience
  - Existing followers
  - New followers

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Friendly Advice on Social Media Marketing

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- If your posts don't generate traction at first, don't fret. **Social media is more of an art than a science, keep experimenting!**
- Social media never sleeps. Be careful to not let it consume you. It's easy to get caught in the digital black hole. Use tools at your disposal and **give it your best.**

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Wrap Up

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Evaluation

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- How can we improve this session?
- Please take a few moments to complete a brief webinar evaluation form.
- Find the survey link under the Chat panel on your screen.
- Thank you for your feedback!

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### Questions?

- To ask a question verbally, call in using the number on this slide and press \*1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask "All Panelists"



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*Thank you for your participation!*

 **VISTA**  
Volunteers In Service To America

Corporation for  
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