



The webinar will begin soon. While you wait, please share in the chat box:

What is your favorite social media platform for recruiting VISTAs and promoting your project?

Leveraging Digital Marketing

To Promote Your Opportunity Listings

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



VISTA
Volunteers In Service To America

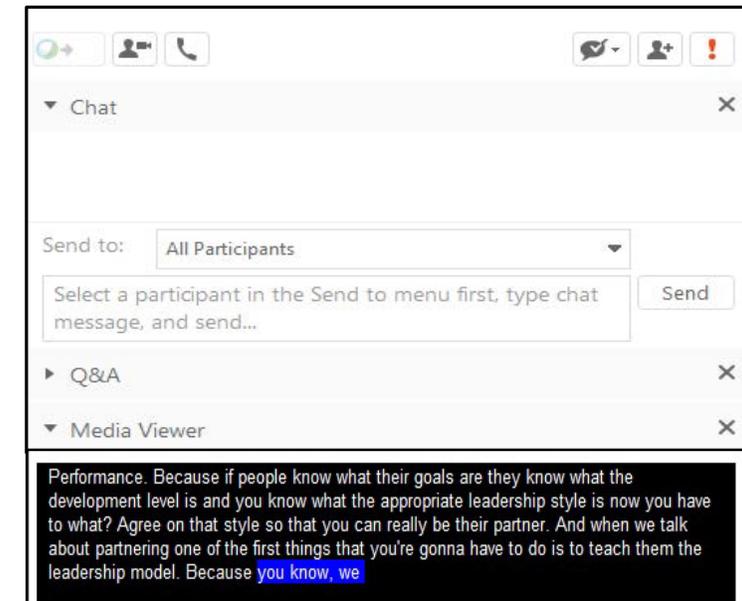
Dial: 888-455-4948
Passcode: 9668218

Connecting to Audio

Dial: 888-455-4948
Passcode: 9668218



- Audio broadcast
- Call in via phone (number and passcode listed on each slide)
- View Closed Captions in the Media Viewer panel



Tips for Participating

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- Share comments and ideas in the Chat panel (send to "All Participants")
- Ask questions in the Q&A panel (send to "All Panelists")
- Some WebEx features are not available on mobile devices
- Links and recording will be available after the session

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

The image shows two side-by-side screenshots of the WebEx interface. The left screenshot is labeled "COMPUTER" and shows a top navigation bar with icons for "Participants", "Chat", "Q&A", and "Media Viewer". Below this, a sidebar lists "Participants (2)" and "Chat". The "Chat" option is circled in green. At the bottom, a "Send to:" dropdown menu is set to "All Participants" and is also circled in green. A "Q&A" panel at the bottom left is circled in red with a diagonal slash through it. The right screenshot is labeled "MOBILE" and shows a "Participants (2)" screen. It lists "Panelists (1)" including "Patricia Presenter (host)" and "Attendees (1)" including "Victor Vista (me)". Below the list are options for "Chat with all panelists", "Chat with all attendees", and "Chat with everyone", which is circled in green. A red notification bubble with the number "2" is visible in the bottom right corner.

Webinar Etiquette

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- Focus on the topic
- Respect diverse viewpoints & opinions
- Assume positive intent



Leveraging Digital Marketing

To Promote Your Opportunity Listings



Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

Today's Speakers

Dial: 888-455-4948
Passcode: 9668218



Matt Payne

Digital Marketing &
Multimedia Specialist



Khadija Carr

Program Associate

Recruitment Bootcamp

Dial: 888-455-4948
Passcode: 9668218



Today is part 2 of 2 webinars designed to help you have your best recruitment season

To view the recording of part 1, go to the Supervisor's Section of our Webinars page on the VISTA Campus.

<https://www.vistacampus.gov/resources/your-best-recruitment-season-0>



Recap

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- Develop a recruitment strategy targeted to your needs
- Apply key recruitment techniques
- Build a solid recruitment foundation

- Translate your VAD to an Opportunity Listing
 - Keep in mind the WHO, WHAT, WHERE, WHEN, and WHY



AmeriCorps VISTA **Recruitment Process**



- Marketing
- Community Based Recruitment
- College Campus Recruitment
- Digital Recruitment
 - Your website
 - Job boards and recruitment platforms
 - Social media marketing
 - Prioritizing diversity recruitment
 - E-mail marketing

The Portal Challenge

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Corporation for
**NATIONAL &
COMMUNITY
SERVICE** ★★ ★



My AmeriCorps

Your Place to Manage Your AmeriCorps Experience

[Contact My AmeriCorps](#) | [Login](#)

FONT SIZE: [Default](#) | [Large](#)

- If you build it, "they won't necessarily come"
- Unengaging, not visual, digitally clunky.

Cahaba Warrior, Talladega Natl Forest Oakmulgee Dist Bibb

The Bibb County VISTA will alleviate poverty in underserved areas by 1) increasing the involvement of Hale County citizens with Talladega National Forest (TNF), Oakmulgee District and other educational programs, and 2) enabling an increased number of school children to participate in outreach and onsite programming for the three county project areas.

UWCWV for Monongalia County Literacy Volunteers

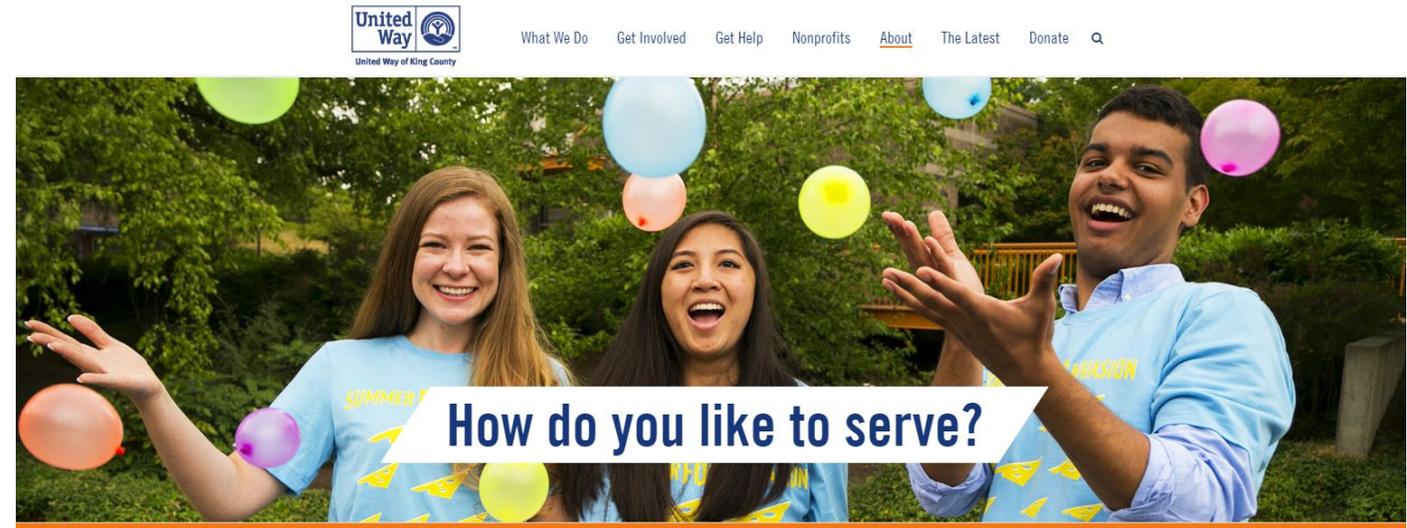
Literacy education for adults through technology training, financial literacy, nutritional literacy, fundraising for sustainability of services, and other basic adult education services. Improving the literacy skills of adults who in turn would have the ability to help their children. Provide a data base of resources for adults in the community to receive help as needed. Recruitment of volunteers in the community to help meet all the literacy needs of the community.

Your Website

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- Make benefits of service prominent
- Share testimonials of current and former members (accompany with photos)
- Emphasize the type of work (grant writing, social media, fundraising, etc.)
- Create a short 2 minute (or less) video highlighting the work of your project



VISTA OPPORTUNITIES

Ready to **kick start your career** and gain valuable non-profit management experience?

Do you believe in **making a difference** in marginalized communities here at home?

Want to earn money to **pay off your student loans** or put towards grad school?

Keep It Simple



HOW IT WORKS



12 MONTHS

AmeriCorps VISTA service is 12 months in length, with options for short-term summer positions.



CHOOSE WHERE TO SERVE

Apply for service opportunities in your own community or anywhere across the country.



CHOOSE YOUR FOCUS

Search for a project that matters to you. Choose from thousands of opportunities with a variety of focus areas.



MATCH WITH AN ORGANIZATION

If selected, you'll serve with a partnering nonprofit organization or a city, state, or tribal agency.



COLLABORATE WITH THE COMMUNITY

Work with the community to create sustainable solutions that improve lives.



GAIN A PROFESSIONAL EDGE

Make a tangible difference in the community while gaining professional skills to advance your career.

Job Boards

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And many more...

Leveraging Digital Tools

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LinkedIn: Find the right candidates faster.

- Set a 'company' profile and post their VISTA listings
- LinkedIn offers paid 'recruiter' sets with advanced targeting
 - *Coming Soon:* AmeriCorps VISTA HQ offers this service for sponsors
 - Send detailed search criteria to vistaoutreach@cns.gov
- LinkedIn Job board: free to post volunteer listings.

[Get started](#) [Find employees](#) [Find volunteers](#) [Development](#)



Cobranding

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Side by Side with Traditional Logo



Maker
Ed

Side by Side with Alternative Logo



VISTA
Volunteers in Service to America

Text-only Branding



powered by **AMERICORPS VISTA**

Patch Branding



- Co-branded all outreach efforts.
- Keep logos proper size, and prominent
- All official AmeriCorps VISTA logos can be found at **nationalservice.gov/logos**.

Outreach Hub

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Select Language

- Programs
- Focus Areas
- Special Initiatives
- Newsroom
- Evidence & Research
- Knowledge Networks
- About CNCS



Outreach & Recruitment Resources

- [AmeriCorps VISTA Home](#)
- [Start Your Application](#)
- [Life as an AmeriCorps VISTA](#)
- [This Week's News](#)

Marketing Materials (Print & Digital)

- [Brochure](#)
- [Postcards](#)
- [Posters](#)

NationalService.gov/**VISTAOutreach**

Utilize Video

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It's never too late to serve. (:30 seconds)



It's never too late to serve (Benefits version, :30 seconds)



Turning Coal Miners into Coders (3:19)



Workforce Development (3:09)



Mentoring Youth (3:07)



What is AmeriCorps? (2:18)



...more coming soon!



Audiences:

- Program stakeholders
- Former short-term volunteers
- Partnering organizations/sponsors
- Leads either generated from AmeriCorps or your own outreach

Visuals are key

Keep your asks/ content brief, simple, and actionable

Why social media.



- Stay connected with your **alumni, stakeholders, and potential applicants.**
- **Excellent recruitment tool** (reaching them where they are).
- Sharing **stories, impact, & promoting our brand.**

SOCIAL MEDIA CHEAT SHEET FOR MARKETERS



FACEBOOK

The largest social network: 128+ billion users, 4.75 billion pieces of content shared daily. Virtual necessity for brands investing in social.

DEMO: 65% 35+ yrs old; 60% female.

PROS

- Fans are 79% more likely to purchase than on other networks.
- Contains advanced ad targeting capabilities for massive audiences.
- Powerful and valuable analytic insights.

CONS

- Low organic reach (pay to play).
- Saturated by brands, so it's difficult to stand out.



TWITTER

271 million active users post text, links, images, and 6 second videos (Vines) in 140 characters or less.

DEMO: 18-20 yrs old; increasingly female.

- Strong customer service tool.
- Strong analytics.

- Expensive, limited ad platform.
- Short lifespan of posts.



INSTAGRAM

Primarily mobile app with 200+ million users who share pictures and short videos.

DEMO: 37% 18-29 yrs old; 68% female.

- Untapped audience by many brands.
- Facebook owned, so great potential.

- No links, analytics, or scheduling capabilities.
- Advertising capabilities in their infancy.



LINKEDIN

Network of 300 million users. Exists for company information, updates, and recruiting.

Demo: White collar; urban or suburban users; balanced between genders.

- Best used to establish your brand as industry leader/authority.
- Valuable recruiting tool.

- Unlikely to drive sales, unless B2B.



SNAPCHAT

Mobile app for sharing pictures between friends. 100 million users and rapidly growing.

DEMO: 71% under 25 yrs old; 70% female.

- Find your customers where they live.

- Resource intensive.
- Creativity required.

Social Media Marketing

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- Depending on your follower base and marketing goals, consider:
 - Promotions or “boosts” on Facebook (organic vs. paid)
- Targeting
 - Location
 - Interests
 - Education, etc.
 - Target your existing base of followers
 - Target an external audience

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

Impact

 **AmeriCorps VISTA**
Published by Matthew Payne [?] · February 24 · 🌐

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



ANNUAL IMPACT OF AMERICORPS VISTA

- 1 8,000+ *Members Serving*
- 2 3,000+ *Locations Across the U.S.*
- 3 900,000 *Volunteers Leveraged*
- 4 \$178M *Raised from Other Sources*
- 5 220,000 *Members Since 1965*

 **VISTA**
Volunteers In Service To America

🌱 **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,200 people.

29,159 people reached [Boost Post](#)

  134 16 Comments 229 Shares  

29,159 People Reached

1,232 Reactions, Comments and Shares

835 Likes

104 Loves

5 Wows

1 Sads

1 Angrys

54 Comments

233 Shares

1,057 Post Clicks

401 Photo Views

Free Design Resources

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Amazingly
Simple Graphic
Design Software

The screenshot displays the Canva design platform interface. On the left is a dark sidebar with the Canva logo, a 'Your designs' section, a 'Shared with you' section, an 'Upgrade' button, and navigation links for 'Notifications', 'Learn to design', and 'Get design inspiration'. The main area is titled 'Create a design' and features a row of template categories: Social Media, Presentation, Poster, Facebook Cover, Facebook Post, Blog Graphic, and A4. Below this, a grid of design templates is shown, including 'DO WHAT YOU LOVE', 'CANOES & PADDLES', 'all the beautiful things', 'CREATIVITY & INTELLIGENCE', 'TWEET', and 'dream'. Each template has a descriptive label below it, such as 'Presentation - Untitled Design' or 'Facebook Ad - Untitled Design'.

Canva Canva

Your designs
Shared with you

Upgrade

Notifications

Learn to design

Get design inspiration

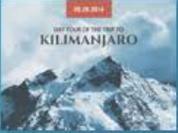
Canva Empowering the world to design

Create a design

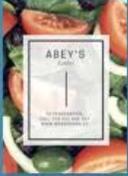
Use custom d



Social Media



Presentation



Poster



Facebook Cover



Facebook Post



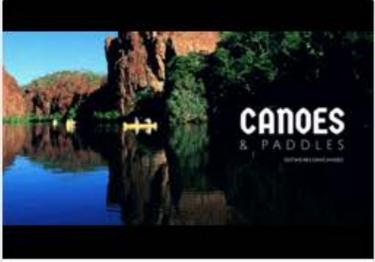
Blog Graphic



A4



Presentation - Untitled Design



Facebook Ad - Untitled Design



Facebook Cover - Untitled Design



Facebook Post - Untitled Design



Free Design Resources

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● ✕ ■
Noun Project

Icons for everything
Thenounproject.com



Benefits / Seasonal Posts

AmeriCorps VISTA
Published by Matthew Payne [?] · March 28 · 🌐

The most pressing challenges we face as a Nation require the most courageous and creative people to address them.
Apply to Serve at AmeriCorps.gov/VISTA.

Benefits of AmeriCorps VISTA Service

- Living Allowance**
Receive a modest bi-weekly living allowance to cover basic expenses.
- End of Service Award**
Choose between a Segal Education Award (\$5,815) to pay for a range of education expenses or a cash stipend (\$1,500).
- Non-Competitive Eligibility (NCE)**
NCE is a unique hiring path which makes it easier for federal agencies to hire you.
- Professional Development Training**
Attend in-person and virtual professional development opportunities throughout the year.

🔗 Visit AmeriCorps.gov/VISTA to learn more.

4,684 People Reached
167 Reactions, Comments
106 Likes
11 Loves
1 Haha
8 Comments
41 Shares
244 Post Clicks
87 Photo Views
NEGATIVE FEEDBACK
1 Hide Post
0 Report as Spam

AmeriCorps VISTA
Published by Matthew Payne [?] · May 9 · 🌐

Serve your community this summer as an AmeriCorps VISTA Summer Associate!
Thousands of positions open now: www.AmeriCorps.gov/VISTA
+ Serve 8, 9 or 10 weeks... See More



Add service to your summer.
GIVE BACK | EARN \$ FOR SCHOOL | STRENGTHEN COMMUNITIES

Join AmeriCorps VISTA

6,068 People Reached
135 Reactions, Comments
72 Likes
5 Loves
10 Comments
48 Shares
347 Post Clicks
73 Photo Views
NEGATIVE FEEDBACK
1 Hide Post
0 Report as Spam

Blogs & Listicles

AmeriCorps VISTA
Published by Matthew Payne [?] · February 27 · 🌐

5 Lessons for Non-Profits & National Service members.
By Derek & Nicole, ServiceWorks AmeriCorps VISTA members.
#AmeriCorpsVISTA #NationalService #NonProfits



A Year of VISTA Service: Five Lessons for Nonprofit Practitioners and Other Service Members
Derek Moore and Nicole Smith completed their AmeriCorps VISTA service this week. During their year of service, they supported the launch of a new online...
YOUTHTODAY.ORG

13,495 People Reached
166 Reactions, Comments, and Shares
138 Likes
5 Loves
2 Comments
21 Shares
239 Post Clicks
2 Photo Views
NEGATIVE FEEDBACK
1 Hide Post
0 Report as Spam

AmeriCorps VISTA
Published by Matthew Payne [?] · April 11 · 🌐

"It's all about giving back – if you have the capacity to give back, you should." Read this great blog by Up2Us Sports.
#IamVISTA #AmeriCorpsWorks



AmeriCorps VISTA Members Turn Their Service into Full-Time Careers | UP2US Sports
During her senior year at CUNY City College in New York City, Wendolyn Ebbert decided she wanted to join the Peace Corps after she graduated. She was...
UP2USBLOG.ORG

8,592 People Reached
244 Reactions, Comments, and Shares
187 Likes
18 Loves
7 Comments
32 Shares
297 Post Clicks
0 Photo Views
NEGATIVE FEEDBACK
3 Hide Post
0 Report as Spam

Alumni

AmeriCorps VISTA Published by Jenny Fan [?] · November 14, 2016 ·

Congratulations to AmeriCorps VISTA alum Ilhan Omar for her historic win as the first Somali-American female legislator in Minnesota.

As a VISTA member, Omar worked in the Afterschool Alliance in Minnesota from 2012 to 2013.

Read more about Omar's monumental victory at <http://ti.me/2eDtQG2...>
See More



Minnesota Elects First Somali-American Female Legislator

Ilhan Omar became America's first Somali-American woman legislator

TIME.COM

59,972 People Reached

2,707 Reactions, Comments, and Shares

2,112 Like

294 Love

12 Wow

1 Angry

45 Comments

247 Shares

1,671 Post Clicks

2 Photo Views

NEGATIVE FEEDBACK

14 Hide Post

0 Report as Spam

AmeriCorps VISTA Published by Matthew Payne [?] · February 9 ·

AmeriCorps VISTA Alum, Andrew Hoan, named President & CEO of the Brooklyn Chamber of Commerce.

We're proud of Andrew's commitment to a lifetime of service.

#AmeriCorpsWorks #IAmVISTA



Hoan putting his stamp on Chamber of Commerce | Brooklyn Daily Eagle

Hoan putting his stamp on Chamber of Commerce

BROOKLYNEAGLE.COM

1,730 People Reached

32 Reactions, Comments, and Shares

26 Like

3 Love

2 Comments

1 Shares

41 Post Clicks

1 Photo Views

NEGATIVE FEEDBACK

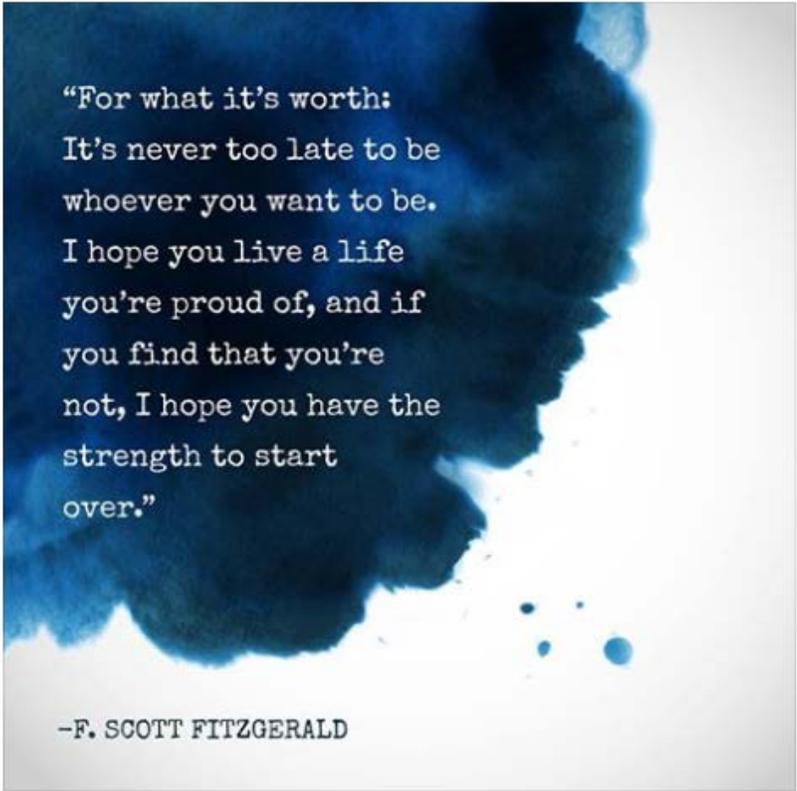
1 Hide Post

0 Report as Spam

Quotes

AmeriCorps VISTA
Published by Matthew Payne [?] · March 6 · 🌐

Create a new beginning. Join AmeriCorps VISTA.
<http://bit.ly/2muluH0> #MotivationMonday #AmeriCorpsWorks



“For what it’s worth:
It’s never too late to be
whoever you want to be.
I hope you live a life
you’re proud of, and if
you find that you’re
not, I hope you have the
strength to start
over.”

—F. SCOTT FITZGERALD

8,561 People Reached

367 Reactions, Comments

230 Like

52 Love

1 Wow

6 Comments

78 Shares

303 Post Clicks

128 Photo Views

NEGATIVE FEEDBACK

1 Hide Post

0 Report as Spam

Member Features

AmeriCorps VISTA
Published by Matthew Payne [?] · February 8 · 🌐

Meet Sethya, an AmeriCorps VISTA serving with the Texas Department of Agriculture.

#IAMVista #AmeriCorpsWorks



Meet Sethya.

Sethya Chase serves the community of Kerr County, Texas as a Community Engagement VISTA with the Texas Department of Agriculture. She recently met with Kerrville Mayor Bonnie White and the Mayor's Youth Advisory Council which works to minimize community challenges relating to youth, while encouraging positive growth and development. Sethya presented to Mayor White and the Youth Council about TDA's Community Engagement Initiative and the Summer Food Service Program and is working to obtain future assistance and collaboration including volunteering and outreach related work specific to assisting summer meal sites.

5,679 People Reached

102 Reactions, Comments

79 Like

5 Love

1 Haha

8 Comments

9 Shares

297 Post Clicks

169 Photo Views

NEGATIVE FEEDBACK

2 Hide Post

0 Report as Spam

Examples from the Field

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Mention

Habitat for Humanity of Puerto Rico
May 8 at 2:02pm ·

Aprovecha esta oportunidad para colaborar con Habitat for Humanity of Puerto Rico a través de AmeriCorps VISTA. Se aceptarán solicitudes hasta el 18 de mayo de 2017. Ver información a continuación para más detalles.
See Translation

Serve with Habitat for Humanity of Puerto Rico
Habitat for Humanity of Puerto Rico is seeking 3 service-oriented individuals for AmeriCorps VISTA positions!
Term: July 15 2017- July 14 2018
Accepting Applications from: 05/05/2017 to 05/18/2017

What is an AmeriCorps VISTA? A VISTA is an individual who devotes one year of service towards helping to build the capacity of a non-profit organization whose focus is on alleviating poverty in America.

ELIGIBILITY:

- 18+, USA citizen or legal resident
- Willing to make 1 year commitment
- Passionate about making a difference in the community
- Availability for 4 full days of training on July 11-14 2017

BENEFITS:
Stipend (Monthly Living Allowance of \$990.00)

- Training
- Choice of Education Award or End of Service Stipend, upon successful completion of service
- Healthcare benefits

SKILLS:

- Leadership, Research, Writing/Editing, Project Management, Computer, Team Work, English language fluency

Habitat for Humanity of Puerto Rico is a non-profit organization that helps families and individuals achieve stability, self-sufficiency and a better future through homeownership.

SERVICE OPPORTUNITIES:

01- Construction Systems and Program Development:
Assist in developing a comprehensive process for our construction system, for both homeownership and homeowner-occupied repair programs. Will address key components needed to increase our construction capacity efficiently. Explore the construction processes, systems and programs that are already in place to identify the additional needs that they require. Develop, document and implement an enhanced construction operations plan.

02- Resource Development:
Develop, coordinate and implement a strategy around how to increase financial and non-financial resources toward the development of affordable housing.

03- Compliance and Policy Development:
Review, gather and draft policies for an effective administrative and program management. Ensure that written policies and procedures meet the required standards.

VISTA members gain insight into the inner workings of a non-profit organization and gain hands-on work experience while creating affordable housing solutions with hard-working families.

Send resume with 2 recommendation letters to:
habitatpuertorico@yahoo.com
787-948-7653

Miranda Rodz Muñiz and Emeliz Torres Cabrera
1 Comment 3 Shares

826CHI
April 24 at 12:00pm ·

Want to support Chicago's youth through creative writing? 826CHI has three AmeriCorps VISTA positions open in data, communications, and volunteer relations. >> <https://tinyurl.com/CHIVISTA>

WE'RE HIRING

www.826chi.org

Jacob Lewis-Hall, Gaby FeBland and 10 others
3 Comments

Rhode Island Campus Compact shared Campus Compact for Southern New England's photo.
May 1 at 4:43pm ·

Want to pay it forward while also learning more about careers in the public sector, nonprofit field or higher education? Connecticut Campus Compact member Andrea McDermott, who is currently serving at UConn to support BRAVE Girls Leadership Inc., urges you to join our Campus Compact for Southern New England 2017-2018 cohort by sharing what AmeriCorps VISTA means to her. #makebetterhappen

Andrea McDermott
University of Connecticut

"Whether you're considering a career in the public sector, nonprofit field or higher education, VISTA can expose you to them all while also allowing you to build a transferable skill set. Or, if you're not sure what you're looking for, but want to give back, VISTA is an awesome program for you to do just that. It helps you make a difference in a community."

Want to pay it forward like Andrea?
Apply to be a 2017-18 CCSNE VISTA member at
ccsne.compact.org/ameri-corps-vista/become-a-vista-member/

Paid Social Media Campaigns

Dial: 888-455-4948
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AmeriCorps VISTA
Written by GMMB, Inc. [?] · May 23 at 12:12pm · 🌐

Because of my work, more kids are reading at or above grade level.



I AM MORE THAN ME.

#IamVISTA
Apply now to start this summer.
AMERICORPS.GOV/VISTA [Apply Now](#)

48,123 people reached

Like Comment Share

👍👎🗨️ Askari Bin Musa AbdulShakur, Greg Zahora and 62 others

AmeriCorps VISTA
Written by GMMB, Inc. [?] · May 23 at 12:12pm · 🌐

Because of my work, more single moms are becoming successful small business owners.



I AM MORE THAN ME.

#IamVISTA
Apply now to start this summer.
AMERICORPS.GOV/VISTA [Apply Now](#)

120,450 people reached

Like Comment Share

👍👎🗨️ Peterson Smith, Jasmine Hutchinson and 154 others [Top Comments](#)

AmeriCorps VISTA
Written by GMMB, Inc. [?] · May 23 at 12:12pm · 🌐

Because of my work, homeless veterans in my town now have a place to live.



I AM MORE THAN ME.

#IamVISTA
Apply now to start this summer.
AMERICORPS.GOV/VISTA [Apply Now](#)

47,483 people reached

Like Comment Share

👍👎🗨️ Lasandra Armstrong, Missy Abraha and 68 others

The Power of Digital Marketing

Dial: 888-455-4948
Passcode: 9668218



March 31st, 2017 – May 31st, 2017

(+) Campaign Traffic

"Organic" traffic

80,607
Sessions

134,547
Sessions

2016, same period.

"Organic" traffic

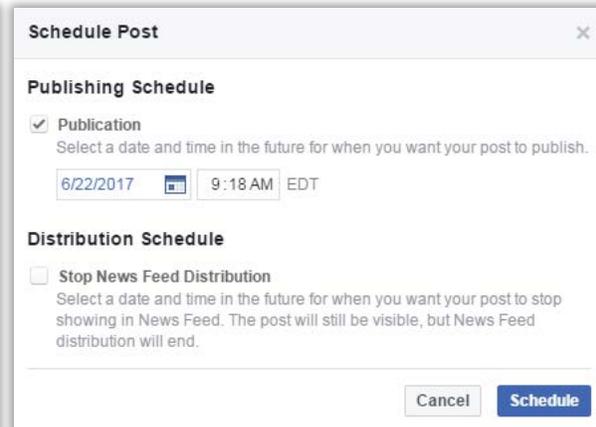
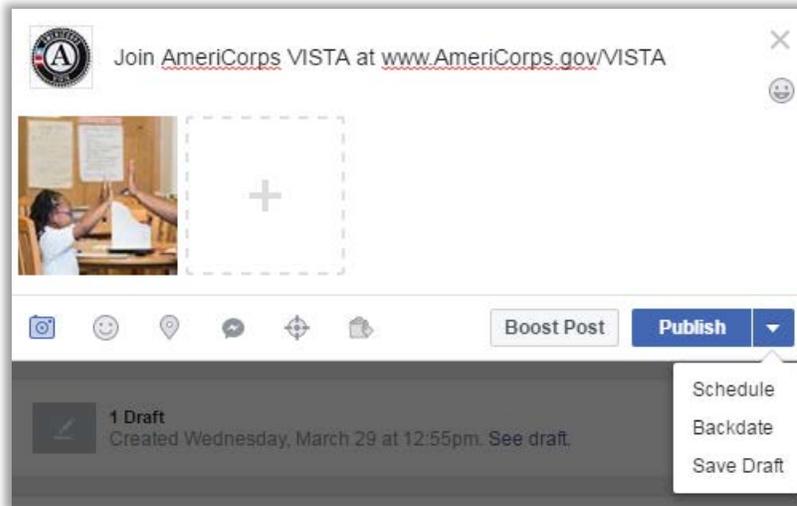
91,564
Sessions

Scheduling Social Media

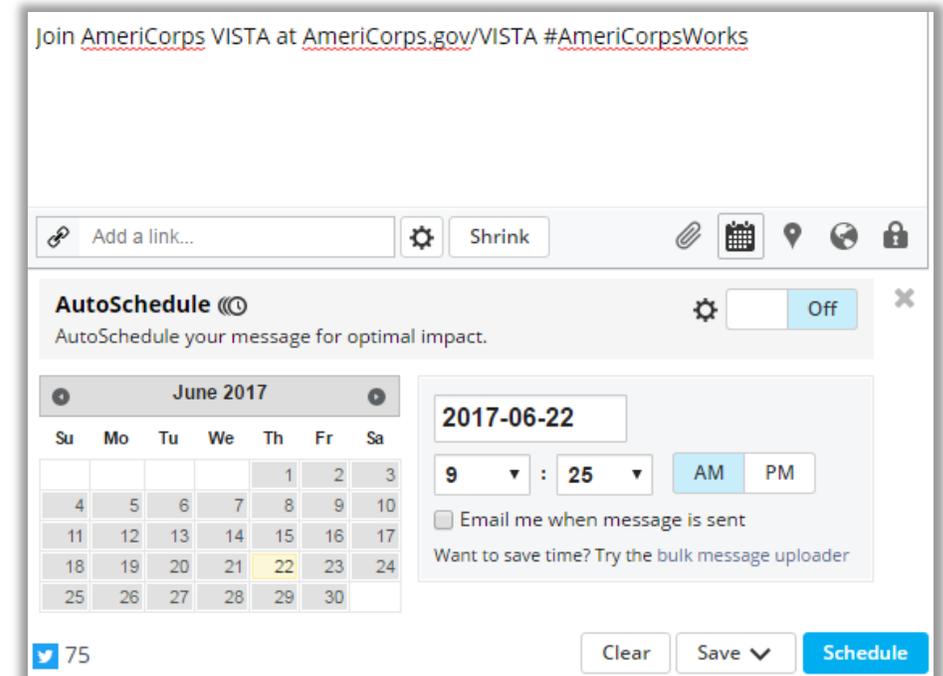
Dial: 888-455-4948
Passcode: 9668218



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



- Schedule tweets **at any point** in the future
- No **tagging** functionality

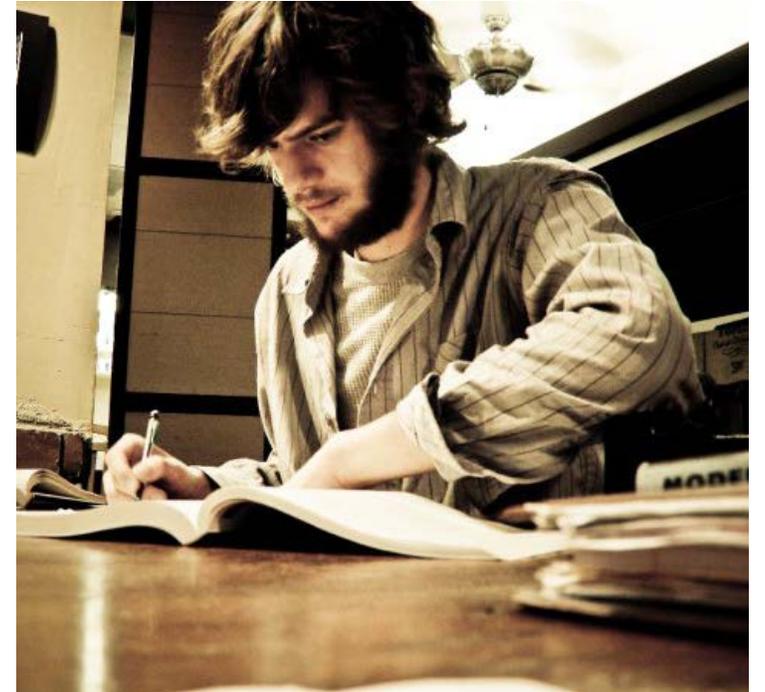




- If your posts don't generate traction at first, don't fret. Social media is more of an **art than a science, keep experimenting!**
- Social media **never sleeps**. Be careful to not let it consume you. It's easy to get caught in the **digital black hole**. Use tools at your disposal and **give it your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



- Unidos US
- National Urban League
- National Association for the Advancement of Colored People
- National Council of Asian Pacific Americans





- National LGBTQ Centers
- The Links, Inc.
- American Association of Retired Persons





- Digital Marketing & Recruitment
 - Your website
 - Job boards and recruitment platforms
 - LinkedIn
 - E-mail marketing
 - Social media marketing
 - Prioritizing diversity recruitment



- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!



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"



Thank You for Your Participation!

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Further questions? Contact us:
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