

NORTH OF TYNE VOLUNTEERING AREA OF EXCELLENCE USING SOCIAL MEDIA

Using Social Media to keep in touch with your volunteers and promote your volunteering opportunities.

Social media is integral to day to day living and social contact. People have a variety of social media accounts which can keep you up to date with what is happening. This applies not just to keeping in touch with your immediate friends but also with organisations and people from all over the world.

However, setting up social media for your charity/organisation can be very confusing. It is important that your social media account is set up correctly, so this guide aims to answer some of the queries that you may have, as well as giving you helpful links to broaden your knowledge of how social media can benefit your work.

THINGS TO CONSIDER WHEN USING SOCIAL MEDIA

Firstly, there are numerous platforms available – i.e. different types of social media. The most commonly used are Facebook, Instagram, Twitter and TikTok. Each of these platforms caters to different users and the content is different on each.

Before setting up social media, it's useful to do a bit of research and look at each of the platforms to see which will work best for you. If you feel that you want to use mostly graphics to put your message across, you can try Instagram. If you want to convey messages through video content, you might like to use TikTok. However, Facebook will generally give your organisation better exposure and the ability to promote your services far and wide with other groups and users who can share your posts, reviews etc. The majority of organisations will start with Facebook and will see how that works for them before branching out to other platforms.

Please be mindful that not everyone has access to social media so, in order to spread your messages as far as possible, remember to find other ways to engage.

SETTING UP A FACEBOOK ACCOUNT

It's very easy when setting up a social media account on Facebook to get carried away and just sign up – but take a few minutes to stop and think about how you want to use your social media account.

The first and most common question is – should you have a Facebook Page or create a Facebook Group? You can check out this link for more information.

<https://www.facebook.com/help/337881706729661>

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A Facebook Page is the business side of Facebook – it is used to promote services and any posts will show as being made by the organisation. The purpose of a Facebook Page is generally to inform people of you who are, what you do and raise awareness of your charity or group.

A Facebook Group builds more of a community feel around an area of common interest. You also have the option to make a group “Public” or “Private” (see below).

It is up to you and your organisation whether you would prefer a Facebook Page or a Facebook Group. On a Facebook Page you post as the organisation, so you don’t have to share your personal identity with those who follow you. And, because Facebook Pages are public, they are easier to find if people are searching.

If you do choose to have a Facebook Group, there are two privacy settings that you can choose from:

- Public - anyone on or off Facebook can see who is in the Group and what they post.
- Private - only members of the Group can see who is in the Group and what they post.

You can create a Facebook Group through your Facebook Page. So you can have your public facing Facebook Page, with a private Facebook Group for your volunteers. You can find out more on Facebook: <https://www.facebook.com/help/286027304749263>

ADMINISTRATION RESPONSIBILITIES

Once you have set up your social media account, you should decide who is going to be in charge of the administration of the Page/Group and whoever is going to be responsible for administration should familiarise themselves with the settings.

There are many settings to consider, including adding locations, web addresses, contact details etc. – the following links may be useful in providing a step-by-step guide to settings:

- Facebook Group - <https://www.facebook.com/help/761820177984695>
- Facebook Page - <https://www.facebook.com/help/1206330326045914>
- Instagram - <https://help.instagram.com/196883487377501>
- Tiktok - <https://www.tiktok.com/safety/en/account-settings/>

You may choose to have more than one administrator to help manage your social media. Although this can be incredibly beneficial and ease the workload on one person, be cautious and ensure you choose the correct people. Bear in mind that giving someone access as an Administrator will allow them to reply to comments, approve posts, publish posts and ultimately change settings such as passwords – so they need to be trustworthy. Best practice is to have a minimum of 2 administrators.

