



Influence, Share and Engage

Social Media for Volunteers in Recreation and Parks



Saskatchewan
Parks and Recreation
Association



What I hope to do today:

- **Influence** how you use social media
- **Share** knowledge, best practices and experiences.
- **Engage** you directly and answer your questions.



My Goal

To provide you with the skills and knowledge to promote volunteerism in your community using social media.



Social Change

Volunteerism has changed, and social networking has too!

- Volunteer participation is more visible than ever
- Volunteers have new ways to creatively showcase their impact
- It is easier to connect with volunteers than ever before



Benefits of Getting Social

- Recruit, engage, coordinate and retain volunteers
- Raise money through crowdfunding
- Visually demonstrate your impact to new audiences
- Grow a following and raise awareness of your cause

- Increase participation
- Promote your events and sell tickets online
- Connect with your community
- Widen your reach



Current Trends

Let's talk about 2018 social media trends and how they can affect your volunteer communications.



Now Trending in Saskatchewan

Statistics from Inshgtrix Research (www.insightrix.com)

Facebook Use

- Facebook is the #1 social network in Saskatchewan
- Most popular with Mainstream Youth (26-31), Generation X (32-48) and Matures (68+)
- 83% of users in 2017 check Facebook at least once per day
- Growth has plateaued
- Facebook use is 5% higher in Saskatchewan
 - **Saskatchewan 89%**
 - **Canada 84%**

Demographic Changes

- Teens (14-17) and Pioneer Youth (18-25) have shifted to visual networks like Snapchat, YouTube and Instagram
- Twitter, Skype and LinkedIn use is trending down
- Snapchat use is 4% higher in Saskatchewan
 - **Saskatchewan 89%**
 - **Canada 84%**



Now Trending in Saskatchewan

Statistics from Inshtrix Research (www.insightrix.com)



Top Sites (all demographics)

- Facebook – 89%
- YouTube – 52%
- Instagram – 34%
- Pinterest – 30%
- Snapchat – 26%



What Do People Want?

- Stay connected to Friends & Family – 81%
- Be in the know about news – 51%
- **Find entertainment events – 31%**
- **Coordinate parties or shared activities – 26%**
- Learn about brands or businesses – 18%



Show Off

People and events making an impact in your community

- People react when they recognize people they know
- People are looking for things to do in their communities and take part in
- Self-serving businesses and organizations get ignored – show off your community engagement and impact!



Policy and Procedures

Effective policy stops your social profiles from turning into toxic garbage fires, and keeps your focus where it should be.





Before You Begin: Write Your Own Rules

Establish the roles and responsibilities of staff and volunteers before you start using social media.

Questions to Consider:

- Who has access to your accounts?
- Can staff and volunteers express personal views?
- What do you consider acceptable use of social media?
- What does the voice of your organization sound like?
- What kind of content adds value to your work?
- Who is responsible for managing a crisis?

Effective Policy:

- Protects your reputation
- Identifies what is considered acceptable behaviour on social media and sets expectations for use
- Defines the roles and responsibilities for staff and volunteers clearly
- Includes clear direction on who is responsible for communicating in times of crisis
- Outlines problematic scenarios and how to address them



Photo and Video

Have an event coming up? Start printing those Release Forms.

You Need a Photo Policy:

- There are legal considerations involved with taking photos of people at events
- Permission from a parent or guardian is **required** whenever children are involved
- Best practice – always get permission
- Get your participants to sign a Release Form that explains what any images/video will be used for
- A release form is not required to take photos of buildings, outdoor environments and landscapes.

Policy Examples

- Our Photo Release Form - <http://spra.sk.ca/resources-and-advocacy/photo-release/>
- Social Media Policy for Volunteers (Free Template) - <http://www.volunteernow.co.uk/fs/doc/publications/volunteers-social-media-policy-oct14.pdf>
- Red Cross Guidelines for Staff and Volunteers - <http://www.redcross.ca/crc/documents/What-We-Do/Violence-Bullying/partners/social-media-guidelines-2013.pdf>



Who Should Have Access?

This depends on your **security needs**.

- It should be a staff person or a trusted volunteer
- Do not allow volunteers to create separate social accounts in your name or using your branding
- Instead, encourage volunteers to share their own experiences and tag you in their posts.



Empower Your People

Give your volunteers a platform for their voice.

- Find ways to engage your volunteers in creative ways that add value to what you do, and makes them want to participate
- Encourage your volunteers to share their experiences
- Lead by example: inspire and mobilize your volunteers into action



Practice Makes Perfect

Let's take a look at some best practices for popular social networks.





Facebook Best Practices

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- **Create a Page to raise awareness, post updates and share events**
 - **Create a Group for your volunteers or community**
 - **Use a Group or Messenger to send notifications to volunteers**
 - **Post twice a day – minimum**
 - **Connect your Facebook and Instagram accounts**

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- **Set an automatic response in messenger, and then reply in-person within 1 hour**
 - **Boost your posts with micro-budget ads**
 - **Promote events with your Cover Photo**
 - **Learn how to use Insights and monitor your progress**



Get Your Gram On

Instagram is the 3rd most popular network in Saskatchewan!

- Rate of engagement is much higher on Instagram
- Branded hashtags are much more effective than on Twitter
- You can create a Business profile separate from your personal account
- Posts with a location get 79% more engagement

- Share your posts on Facebook and Twitter
- Create short video ads
- Add multiple updates to your story whenever you can
- Users are more engaged on weekdays
- Instagram is intimate
- Continues to dominate in 2018

Non-profits on Instagram

How are non-profits in Saskatchewan using Instagram?

- [Lifesaving Society - Saskatchewan](#)
- [Saskatchewan Trails Association](#)
- [Saskatchewan Science Centre](#)

- [#SaskParksandRec](#)



Snapchat

The #1 network with young people in Saskatchewan

- 5th most popular overall in SK
- Get a Snapchat account – NOW
- Encourage your volunteers to snap with followers/friends
- Create filters for special events



Twitter

What happened, and should you still use it?

- 6th most popular in SK
- Still the best network for news
- Negative social environment
- More men than women



What About You?

What networks should you use?

- **Golden Rule:** go where your audience is
- Try out the big three: Facebook, YouTube, Instagram
- If you work with youth – try Snapchat and Instagram first



Timing is Everything

When is the right time to post?

- The right time is when your audience is most engaged
- To start with – try posting at breakfast, on breaks, and before bed
- Measure and adjust



Sound the Alarm

Want to engage and recruit volunteers? LET THEM KNOW!

- Put out a call on every social network you use
- Create a really awesome event that people want to be a part of
- Show your gratitude



The 80/20 Rule

Because it's not always about YOU

- 80% of your content should inform, educate and entertain
- The other 20% can focus on direct marketing and promotion



Social Marketing isn't Free

Sorry to burst your bubble, but you're going to need a budget.

- Organic reach has declined
- Less than 10% of your Facebook followers see your posts without ads
- Facebook wants to emphasize “meaningful engagement”
 - Replies and comments
 - Person-to-person interactions
 - Use of Messenger and Live Video

- You need to target your Facebook ads
- Always boost events
- Advertise on Instagram
- Boost the reach of videos
- Stretch your budget with small cost ads



Free Tools

Here are some free tools to get you started measuring and monitoring your progress.

- Hootsuite
- Socialmention
- Bit.ly
- Google Alerts



Campaign Planning

Time to put those best practices to the test!





Brainstorm!

The first step is to think of literally everything! Easy, huh?

- Overall goal
- Objectives
- Social Networks, Networking Tools, Apps, Software, Hardware
- Types of posts and supporting content
- Key messages and supporting messages
- Estimated reach
- Desired level of engagement

- Audiences
- Timing and Frequency
- Influencers
- Potential challenges or controversies
- Budget
- Measurement metrics



Design It Yourself

Designing attractive social media ads will help you succeed.

- Give yourself a visual identity **that stands out from the crowd.**
- If you can't afford Adobe Photoshop, that's okay!
- Here are five free or low-cost alternatives to get you started:

1. Canva
2. Adobe Spark
3. Pablo
4. Easl.ly
5. Piktochart



Keep It Simple

Write down your campaign plan ahead of time.

- **Goal: Gain 100 followers on Instagram**
- **Objectives:**
 - Post a new photo every day
 - Use at least 6 hashtags per post
 - Support this goal with a 7-day ad campaign each month until the Goal is reached

- **Audience: Participants, Volunteers, General Public**
- **Tools: Instagram App, Connected Facebook Account**
- **Budget: 8\$/month**
- **Measurement:**
 - Number of likes per photo
 - Number of engagements per week
 - Number of new followers at the end of each 7-day campaign



Example #1

We wanted to raise awareness of the SPRA Volunteer of the Year Award in Saskatchewan, show gratitude, and thank volunteers for their contribution to recreation and parks.

- Goal: raise awareness of SPRA Awards
- Objective: 10-day Facebook campaign
- Budget: \$12



The Result

As a result of just one \$12 Facebook ad.

- 8,146 people reached
- 415 total reactions
- 86 comments



Example #2

We wanted to promote 2 new Prenatal and Postnatal Fitness Certification Classes in Regina and Saskatoon.

- Goal: raise awareness and drive registration
- Objective: 2, 14-day Facebook campaigns
- Budget: \$30



The Result

As a result of these two combined ads.

- We reached less people – only 3,009, however:
- Both sessions were full before the campaign ended.



Making other people care takes time, but it's worth the effort to make our communities more connected.



That's what
recreation
is all about.



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Thank You

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