

## Social media and volunteer management

MAVA Conference 2018



### How can we use social media?

- Communication...
- ...with potential volunteers
- ...with existing volunteers
- ...between volunteers

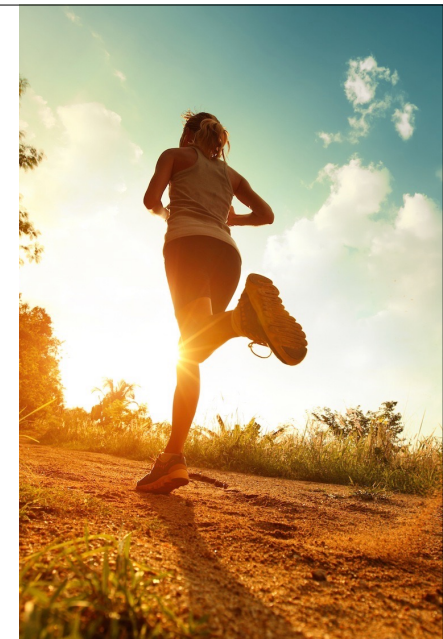


Social media is changing  
engagement with nonprofits



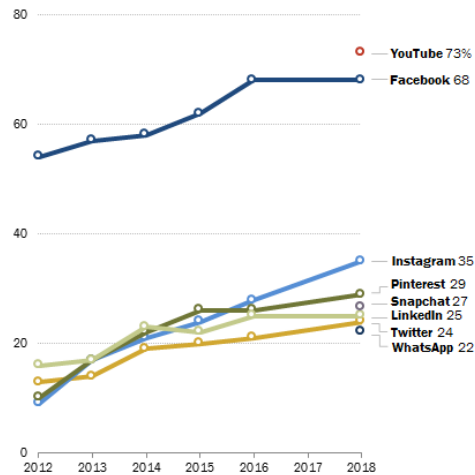
### What is social media?

- User generated content
- Highly interactive
- Web based & mobile technology
- Not just for young people
- Substantial and pervasive changes to communications between organisations, communities and individuals



### Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

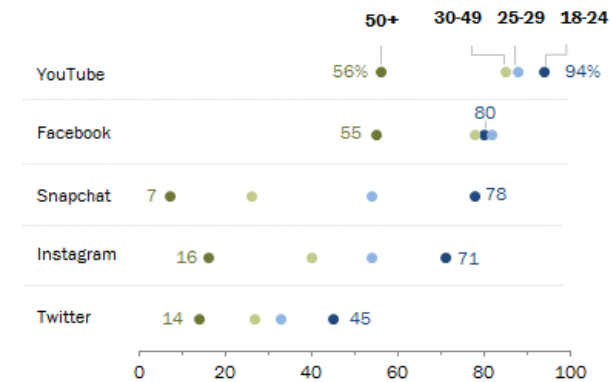


Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.  
"Social Media Use in 2018"

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### Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

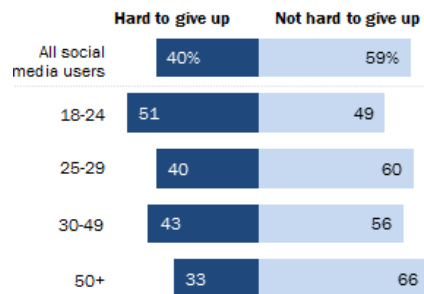


Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

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### Majority of users say it would not be hard to give up social media

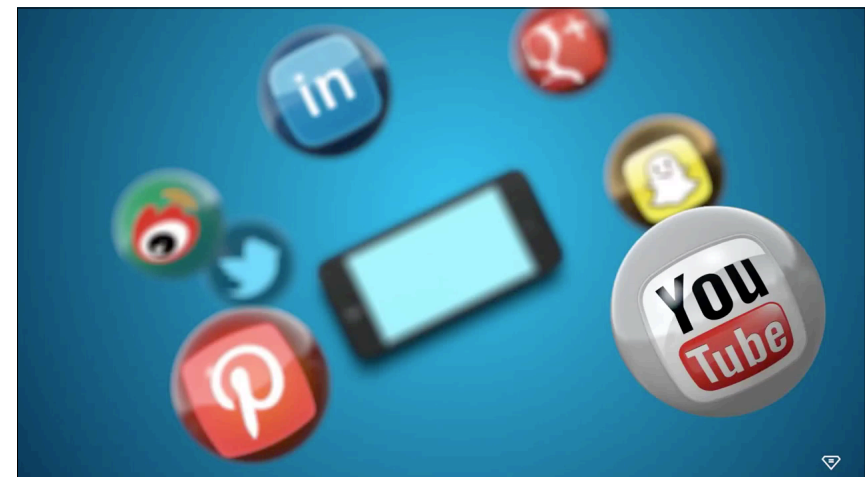
Among U.S. social media users, the % of who say it would be \_\_\_ to give up social media



Note: Respondents who did not give answer are not shown. "Hard to give up" include those saying it would be very or somewhat hard. "Not hard to give up" include those saying it would be not too hard or not hard at all.

Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

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The social media revolution

Rob Jackson  
Consulting Ltd

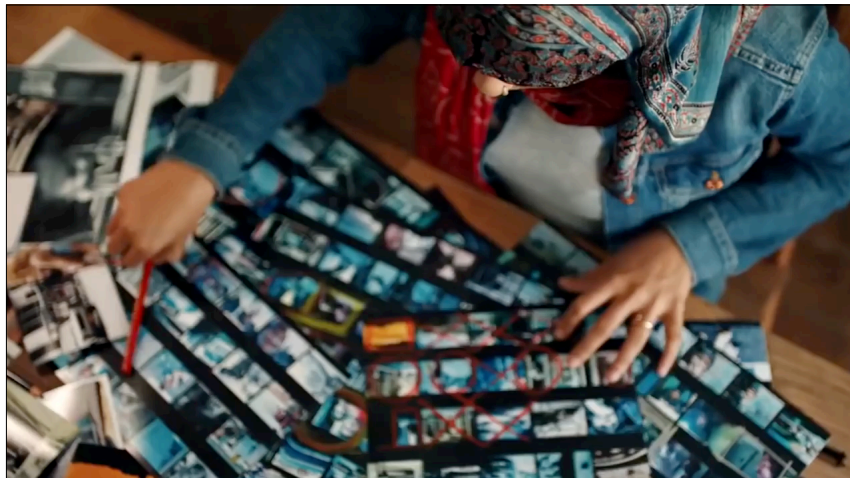


Why is social media important?

100 new  
reasons to  
share a  
**Coke** with...



Getting it right



Getting it wrong

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doctor was forcibly removed  
from an overbooked plane**



# UNITED AIRLINES



# CUSTOMER SERVICE TRAINING VIDEO



Rob Jackson  
Consulting Ltd



Edge  
@edgette22

Follow

.@KFC follows 11 people.

Those 11 people? 5 Spice Girls and 6 guys  
named Herb.

11 Herbs & Spices. I need time to process  
this.

Rob Jackson  
Consulting Ltd



Rob Jackson  
Consulting Ltd

Mr. @edgette22,

It has come to my attention that I owe you a Kentucky Fried "thank you." You were the one who found the obscure message hidden in who I was following on Twitter. I wasn't sure if anyone in the world had the wits, skill, and sheer determination to solve this puzzle I had created. And you not only solved it, you went, as they say, "viral" with it. So, from one refined yet still in-touch social media mogul to another: Well done.

You may not have noticed yet, but attached to this letter is a reasonably sized painting. This is a painting that I painted, with paint. And yet, it's somehow more than that. It's a metaphor. It's a tribute. It's a long-awaited payoff for those years of art classes I took from Lisa in Accounting's weird aunt. But above all, it's a thank you. A thank you for your service on the front lines of the internet, bringing people the web-based content that they crave as much as my delicious chicken. Thank you, Mr. @edgette22. You're as crispy as they come. Enough chitchat—here are 52 gift cards, each worth \$5. I'd tell you not to spend it all in one place, but, well, you know.

Buckets of Regards,

*Col Harland Sanders*



## Marketing plan

- What message do you want to get across & to whom?
- How do you currently do that offline?
- How do you currently do that online?
- How might you do that via social media?



## Opportunities and risks

- Based on what we've look at today:
  - What are the top 3 opportunities you can see in using social media in your work?
  - What are the top 3 risks you can see in using social media in your work?



## Getting in touch

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