

# Volunteer recruitment marketing: social media guide

2024



# In this guide, you will find:

- Ready to use social media captions to help bring more volunteers into your area
- Social media tips for Facebook, Instagram and TikTok



# Girlguiding

## Social post examples

### Facebook

Volunteers are the heartbeat of Girlguiding 📍🌟

We need your help to keep the magic of guiding alive for 300,000 girls.

Have lots of fun! Help empower girls to grow confidence and realise their potential.

Help all girls know they can do anything at a group near you 📍 [\[insert link\]](#)

### Instagram

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### Facebook

Do you want to become a trailblazer?

Volunteering with Girlguiding is your path to adventure, friendship and the chance to make a meaningful difference.

Help all girls know they can do anything.

Start your journey 📍 [\[insert link\]](#)

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Wondering how to fit volunteering into a busy life? 🕒

We know time is precious – that’s why, at Girlguiding, we have flexible volunteering opportunities so you can help at a time that works for you. Find out more about how you can volunteer 🖱️ [\[insert link\]](#)

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Does volunteering make people happier? 💡

Our Girlguiding impact report revealed that – the happiness levels of Girlguiding volunteers' is 5 times higher than those who volunteer at least once per month elsewhere.

Join our vibrant community 🖱️ [Girlguiding impact report | Girlguiding](#)

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# Rainbows

## Social post examples

### Facebook

Want to help girls aged 4 to 7 laugh, learn and have fun? ✨

At Girlguiding, you can help create lots of magical moments together with the girls.

All while having lots of fun with likeminded heroes in your community.

Unlock your next chapter today 📖 [\[insert link\]](#)

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Wondering how much time you need to volunteer with Girlguiding? 🔍

Good news - you can help as much or as little as you're able to! Whether it's 10 minutes setting up an activity or an afternoon of painting fun with the girls, it's up to you. 🤔

Find out how you can get involved here 📖 [\[insert link\]](#)

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Visit the link in our bio to help girls know they can do anything! 📖

# Brownies

## Social post examples

### Facebook

A world of firsts is waiting for you at Girlguiding! 📖 ✨

From developing new skills to lead your first adventure, to helping a Brownie earn their first badge - you'll have lots of fun making lifelong memories together.

Help a local Brownies group near you 📍 [\[insert link\]](#)

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### Facebook

Do you miss your Brownie days? 🌈

You can still be a part of our Girlguiding community - help all girls realise they can do anything.

There's no help that's too small, whether you're helping girls earn new badges or helping behind the scenes.

Try out volunteering to help inspire the next generation of girls 📍 [\[insert link\]](#)

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# Guides

## Social post examples

### Facebook

Do you want to help girls in your local area?

Guides is a relaxed, welcoming space.

You can help girls to grow their confidence, hangout with likeminded people and encourage each other to try out new experiences.

Ready to make a difference? Learn more about how you can get involved 🙌 [\[insert link\]](#)

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### Facebook

Want to help girls aged 10 to 14 be their best selves? 🙌

As a Girlguiding volunteer you can help girls to be their best selves, while growing your own confidence along the way

Learn new skills, have lots of fun and go on adventures together. There's so much to explore!

Explore more 🙌 [\[insert link\]](#)

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# Rangers

## Social post examples

### Facebook

Ready to learn, lead and inspire girls? 🚀

Volunteering is totally flexible – you can have lots of fun and make friends. All while helping girls to try new things and speak on matters important to them.

Make a difference to help girls aged 14 to 18 at your local Rangers group – a space powered by volunteers.

Join Girlguiding and thrive together 📌 [\[insert link\]](#)

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Visit the link in our bio to thrive together 📌

### Facebook

Did you know Girlguiding offers amazing free leadership training? 🔍

Volunteer with Girlguiding to grow your leadership skills, your confidence, and make a real difference to help all girls thrive.

Join our supportive community and help girls be their best selves 📌 [\[insert link\]](#)

### Instagram

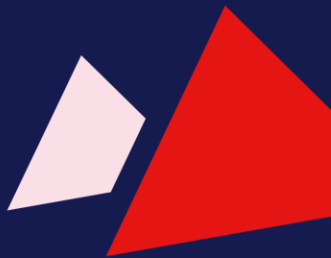
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Volunteer with Girlguiding to grow your leadership skills, your confidence, and make a real difference to help all girls thrive

Tap the link in our bio to join our supportive community and help girls be their best selves 📌



# Social media tips



# Social media tips

## Recommendations for Instagram

- Don't forget to **add a link in your profile** – you could link to:
  - The national Girlguiding Register to Volunteer website page -<https://www.girlguiding.org.uk/get-involved/become-a-volunteer/register-to-volunteer/>
- Tag **@Girlguiding** in your recruitment posts – let's stay connected!
- **Mix up the types of media you share!** We have new volunteer recruitment videos you can post to Instagram as reels – you can find this on our recruitment marketing materials webpage
- **Try to post consistently**, all social media platforms reward regularity.
- **70% of Instagram users watch Instagram stories!** Post content on Instagram stories when you can

# Social media tips

## Recommendations for Facebook

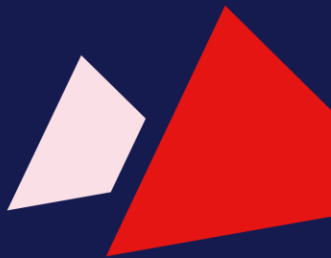
- **Pin important posts**, like your recruitment content! By doing this, your **important posts stay visible for longer** – and this will be the first thing anyone who visits your page sees
- **Post at the right time:** find out when your audience is online by looking at your Facebook page insights, or doing a little desk research
- **Engage with your audience by doing things like replying to comments** – Facebook's algorithm loves to see meaningful interactions
- **Get your audiences to engage with each other** – sprinkle **a couple call to actions** that involve your audience tagging a friend perhaps

# Social media tips

## Recommendations for TikTok

- Use **trends and sounds** but put a Girlguiding spin on it! Check out [@Girlguiding](#) on TikTok to see how you can do this
- Have you **considered getting your content out there with hashtags on TikTok?** Find out what hashtags are performing well in your local area and with your audience, add them to the end of your post or as a comment under your post
- Always **film videos in portrait** (vertically)
- **Be quick with the trends!** Trends on TikTok change fast – so jump on them as soon as you can
- TikTok isn't just for video content! Try posting some photos too e.g. Come with me to... (use snapshots from your day instead of a video)
- **Take inspiration from your comments section!** Reply back to comments with a video
- **Have fun with it!** TikTok isn't super serious so let your personality shine

# Accessibility on social media



# Alternative text

## Best practice

Alternative text is a brief description of an image that's **read aloud by screen readers** and other assistive technology.

- **Keep it short**, usually 1-2 sentences.
- Instead of describing every detail, choose the **key elements of why you chose the image** for your post.
- No need to say “image of” or “picture of” but **do say if it’s a logo, illustration, painting, or cartoon**.
- End the alternative text sentence with a period.

You can **add alternative text** to images when **you're uploading your post**. Here are instructions on how to do this:

- [Adding alternative text to Facebook images](#)
- [Adding alternative text to Instagram images](#)

You can also add the image description **directly under your social media caption** – check out our example on the right!



# How to turn subtitles on for video

## Facebook and Instagram

### On your Facebook account follow these steps:

1. On your computer, you can adjust your video settings to always show captions if available.

Click your profile picture in the top right of Facebook.

2. Select **Settings & privacy**, then click **Settings**.
3. Scroll down and click **Media** in the left column
4. Click  or  next to **Always Show Captions** to turn on or off captions for Facebook videos, when available.

Your caption settings will only apply to videos you watch on a computer

**Further instructions here for [mobile and apple devices](#)**

### On your Instagram profile follow these steps:

1. Tap more options in the top right, where it shows 3 horizontal lines
2. Below the section called **our app and media**, tap accessibility.
3. Tap **captions and translations**, then tap or next to captions to **turn them on or off**.

**Note** that captions will show even if the volume on your device is on.

Captions for video ads in your feed cannot be adjusted.

[More information here](#)



**Girlguiding**

