

MANAGING COMMUNICATIONS

"I want to help you to use Social Media strategically to promote and recognize volunteerism in your organization."



What Clients Have Said...

Susan created a customized customer service training session for our volunteer organization. She is adept at reading her audience and tailoring remarks to resonate well with a variety of age groups and genders. Susan listened to our challenges and met our needs by presenting an educational and engaging program.

**L.Susan Sheaffer, Marketing Representative,
Norfolk Airport Authority**

Susan helped us work through some communication issues in our office a few years back, and I continue gleaning from her expertise. More recently I've taken her Strategic Marketing seminar and was very impressed with her understanding of the current economic situation and very pleased with the practical suggestions she gave. The seminar was very interactive and productive on oh so many levels, including networking, brainstorming, and implementation. I highly recommend Susan and encourage anyone looking to get a good handle on marketing to attend any upcoming seminars.

**Georgie Marquez-Andre, AIA
VP at Andre + Marquez Architects, Inc.**

Gainesville Regional Utilities recognized a need to improve internal communications, specifically from supervisors to their staff, regarding corporate-level goals and objectives. We were impressed by Susan Long-Molnar's experience, understanding of our needs, and especially in her flexibility in tailoring her course to meet our needs. Susan is very effective at communicating core concepts and knows how to manage a group dynamic to keep the employees focused. She easily grasped the complex issues of a multi-service utility. Surveys of the attendees revealed that they found the experience to be valuable ...

Dan Jesse, Retired GRU Corporate Communications

Using Social Media Marketing as a Powerful Tool to Promote Volunteerism

**Session 5, Workshop 4
(Tues. May 22, 10:30am-12pm)**

You will...

- Learn how to be strategic in your social media planning
- Develop skills and new tools for engaging new volunteers through social media
- Understand the value of recognizing your volunteers through social media
- Learn the trends in creating content which engages volunteers
- Receive valuable information on measuring your social media efforts

Bring a smart phone or tablet to the session!

**You can download the PowerPoint from
our website after the conference at:
www.managingcommunications.com**

Susan Long-Molnar is an industry leading consultant, strategist, trainer and presenter in communications, marketing and PR. After an eleven year jaunt in corporate communications management for regional operations of Sentara, Cox Communications, and USAA, she founded Managing Communications in 2002. She has served clients growing their footprint in Virginia and beyond and has presented or conducted training regionally and nationally for a wide-range of industry associations.

Her motto is simply...***Let's Talk the Walk!***

Susan Long-Molnar

757-513-8633

susan@managingcommunications.com

www.managongcommunications.com

Your Social Media Audit

Describe your current use of social media to engage and recognize volunteers.

Have you used social media to recruit volunteers?

Frequently

Once or twice a week

When we have something to talk about (like a couple of times a month)

We are not using social media to recruit volunteers

What topics of interest to volunteers are you sharing on your social media?

On a scale of 1-5 (with 5 being the highest) would you identify as your current challenges with your social media strategy to engage volunteers?

Unacceptance in the organization that social media for engaging and recognizing volunteers has value?

Confusion over which social media platforms to use

Lack of resources internally (time__ skills __)

Lack of volunteer activities to engage volunteers during certain times of the year

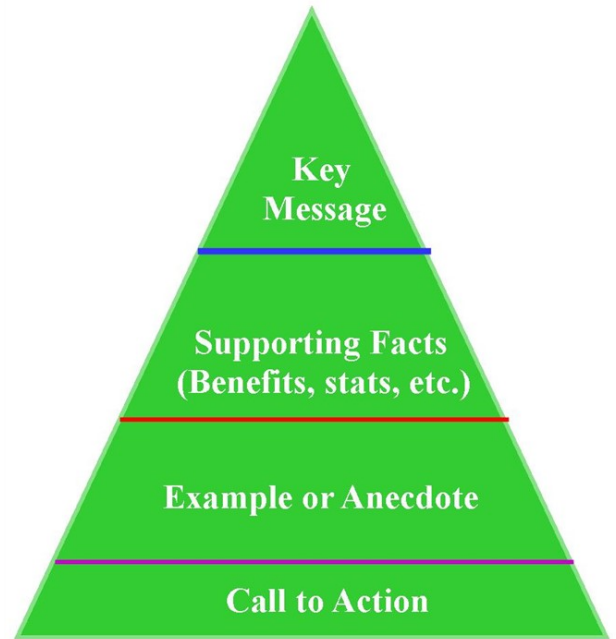
Lack of a strategic plan for social media.

What do you hope to gain from focusing more on social media to engage current volunteers and/or recruit for volunteers?

Effective Message Criteria

A truly powerful and effective message is:

- Relevant to the audience (answers “WIIFM?”)
- Compelling
- Reasonably concise
- Believable
- In plain English—no jargon
- Positive
- Consistent (with other messages and with actions)



It is also helpful to craft the message with three components:

General Statement

Including memorable, attention-getting phrase, visual

Supporting Facts

Factual information, research or data that supports and adds credibility

Personal anecdotes and examples

Locally relevant, personal, “real-life” illustrations and anecdotal information

Practice....

Write three words that best identify a topic for a post you want to communicate:

Name one or two facts you would use to support your message:

Tell or show one brief, good, true story about a volunteer experience from your view which supports your key words above: _____

Write the content for your post. Be sure to include a call-to-action.

My Social Media Goals for the Remainder of 2018!

Identify three social media goals during this training session which you will commit to work on for the rest of the year to further develop your volunteer engagement and recognition. These are not your formal goals but additional goals for your development as a successful professional in your organization who is making a difference in the quality of your volunteer program. Before you leave today, select another person in your organization for whom you will commit to communicate your progress with, and they will do the same with you. Basically, you will be a coach for each other!

Ideas for Goals:

Define specific volunteer targets and their social media platform preferences/engagement

Collect volunteer testimonials and stories right after they happen!

Develop a strategic social media plan for an upcoming event (fundraiser, new program launch, etc.) which requires engaged volunteers

Begin using one tool to monitor/measure our social media implementation.

Goal #1

Goal #2

Goal #3

Identify specific objectives, strategies, timelines and measurements for your goals. Ask...

What tools or additional resources will you need?

How will you measure your success?

What will you need to do differently to fulfill your goal?

Notes: