



Recruiting on Social Media

Guidance on using Volunteers' Week to promote volunteering opportunities on social media

Social media is a great way for groups to talk directly to people interested in the MS Society and its volunteering opportunities. It can help you to build a rapport with potential new recruits before they've even seen a role advertised. And the great thing about promoting a volunteering opportunity on your social media is that you'll be reaching those local to your area!

If you have available volunteering roles within your local group, why not use Volunteers' Week as an opportunity to recruit? Look at the tips below to help make recruiting on social media successful!

1. Is your page/account as engaging and welcoming as possible?

Bio / 'About' section

Make sure your bio or 'about' section is up to date. It provides an opportunity to give an overview of your group, what it does and how you can be contacted. We recommend keeping this section brief and clear, so people know your page/account is authentic and how to get in touch.

Cover images and logos

Cover photos and logos are among the very first things people see when they visit your page/account. These days, people are worried about fake news, fake accounts and fake pages. It's important your group's page/account looks authentic and trustworthy. We recommend choosing a picture of some of your group members. This will make your page/account more welcoming and personal. Don't forget to get consent from anyone featured in your pictures though.

And you should use an MS Society logo – even better if it's your group's MS Society logo!

Content

If you've not recently done much posting, this is the time to get active in the lead up to Volunteers' Week. Share what your group's been doing, repost things from the national MS Society accounts and share activities and events your group has coming up, so people get a taste of what your group is about. You could even do a 'meet the volunteer' spotlight on one of your team members to give an indication of the type of people your future recruit would

be volunteering with. You can find more ideas on what to post in the [Social Media Toolkit here](#).

2. Plan when to post

This might sound like an obvious thing to do, but there's lots to think about when you're posting. According to Sprout Social, research has shown that overall, the best times to post on social media in the UK are Tuesday and Thursday between 9 am and 2 pm. Weekday mornings are a great time to post across many of the most popular social platforms in the UK including Facebook, Instagram, Twitter and LinkedIn. But it's worth thinking about your audience specifically, or the audience you want to reach. Will they be students, people who have retired or people who may be working during the day? You might want to post your advert at different times and days throughout the week.

3. And then there's planning what you want to say and how you want to say it

Give a short friendly overview of your local group, the role, and what kind of person you're looking for and skills desired. Ensure you have a link to the role description included in your post and invite people to contact you directly if they have any questions about the role. Ensure you interact with anyone who shows an interest in your volunteering opportunity on social media in good time. If you leave it too long, they may lose interest.

4. Use a suitable image

Use a suitable image that relates to the position you're recruiting for in your post. Consider asking your group volunteers and members if you can take pictures of them at a meeting, fundraising event or social occasion. You could also use images of the audience you're trying to engage. For example, if you'd like to recruit a young person, use an image of a younger volunteer – just remember to get consent from anyone featured in your pictures.

5. Use hashtags

By using hashtags such as #volunteering #volunteer #volunteers, your post will be searchable for those looking for new opportunities. You can also try using hashtags for any key words in your post.



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