

Digital Marketing Tips for Volunteer Coordinators

Top Tips from Digital Marketing Diploma

by Georgia Baum, MAPS Mentoring

Know Your Audience

Who exactly are you trying to attract?

- Retired professionals with time?
- Students wanting experience?
- Parents with a few spare daytime hours?

Create a simple “Volunteer Persona” — name, age, goals, values, interests, lifestyle. Use this to guide your tone and messaging.

Create a Clear ‘Why’

What are volunteers getting emotionally and practically?

Instead of “we need help with admin”, say:

- “Make a difference while building office skills.”
- “Be part of a friendly, supportive team.”
- “Give just 2 hours a week, gain a strong sense of purpose.”

Let Others Sell Your Story

Stories make your cause memorable and relatable.

- Content ideas (Canva templates work great here):
 - “Volunteer Spotlight” carousel
 - “One Day in the Life of a Volunteer” video
 - Before & after impact visuals

Channel Selection

Make sure to choose the right platform for the right audience or goal.

- Facebook: Still good for older audiences and local community groups.
- Instagram: Better for younger or creative visuals.

Tuesday 18th March 2025 Volunteer Coordinators’ Forum on Social Media, held at Volunteer Centre Sutton Office.

- WhatsApp / community forums: Great for hyper-local engagement.
- Email: Personal, direct and effective.
- TikTok? Maybe – but only if you have time/younger audience.

Canva has **pre-sized templates** for all platforms

Use Micro-Content

Bite-size content works better than long posts.

- “Volunteer Quote of the Week”
- “This Week’s Opportunities”
- “Why I Volunteer – 30-second video”

Use recurring content themes to make life easier — e.g. “#VolunteerFriday”

Make It Easy to Take Action

People drop off easily if it’s too difficult to take action.

- Use simple sign-up forms (Microsoft forms etc.)
- Add clear “Call To Action” buttons/links: “Click here to join”, “Email us today”, “DM us to find out more”.

SEO – Make It Easy to Find You

SEO = Search Engine Optimisation

Make sure your website/socials include phrases like:

- “Volunteer roles in Sutton”
- “Local charity opportunities near me”

This helps you show up when people Google things like “volunteer Sutton”.

Measure What Does Well

Tracking can go a long way in improving your outreach.

- For example, use Meta Business Suite (It’s a tool built into Facebook and Instagram)

You can use it to:

- See which posts got the most reach (how many people saw it)
- Track engagement (likes, shares, comments)
- Check what time/day your audience is most active
- Compare different types of posts (photo vs video vs text)

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You'll often find that photos with real people, short volunteer stories, or clear "calls to action" outperform basic text-only updates.

What should you look for?

- Reach – Did people even see the post?
- Engagement – Did they like/share/comment?
- Clicks – Did anyone click on your sign-up link?
- Follows – Did your page gain new followers?

Try Facebook Ads

You don't need a big budget to run a small, targeted ad that boosts your volunteer recruitment.

Even £10–£20 can go a long way if you target it well.

- Facebook ads let you **target people in your exact local area** – Sutton, surrounding boroughs, even by postcode.
- You can choose to show your ad to people who:
 - Live nearby
 - Are interested in volunteering, charities, community work
 - Match your ideal age group or demographics (e.g. parents, students, retired)

How to do it:

- Set up a simple post on Facebook or Instagram first
- Then **"Boost" the post via Meta Business Suite** – Facebook will guide you through:
 - Picking your audience (e.g. people aged 25–65 within 10 miles of Sutton)
 - Setting your budget (even £5 for a few days works)
 - Choosing where to send people (e.g. your sign-up form or Facebook inbox)

Best times to post on social media

Image provided by Hannah, Council Communications Team



Bear in mind some of your audience may not be looking at these times e.g. under 18s at school without phones.

Staying or leaving with X?

Notes from Jo Dawson, Volunteer Centre Sutton Marketing and Communications Officer

Article about organisations leaving Twitter/X

<https://www.civilsociety.co.uk/news/charity-finance-group-joins-list-of-sector-organisations-leaving-x.html>

The major mental health charity Mind is the latest organisation to leave X, saying the social-media platform is “*no longer the right place for us to reach the people we need to reach*”. 6 Feb 2025

You may have noticed we've been a bit quiet on here recently.

We've been thinking long and hard about our future on X. We've had some good times on here over the years, calling out stigma, raising awareness, supporting people and calling for the UK government to do better for mental health.

But nothing lasts forever. And we've decided that X is no longer the right place for us to reach the people we need to reach, or achieve the things we need to achieve.

We won't be posting on here anymore, but we'll keep shouting loudly and speaking up for mental health as much as we can everywhere else. We'll link all our other channels in the thread below.

We'll leave this account here for now, but we won't be posting or moderating. So if you have a question for us, please send it through our other social channels, or email us (details on our website).

From members presents, we learned top tips about:

- [Charity Digital](#) provided discounted digital services and support
- [Google Ad words](#) providing a healthy balance free of charge to charities.
- The importance of making social media accessible for others e.g. Alt text.