



Hands On
County of MAUI
VOLUNTEER CENTER



HOW TO USE SOCIAL MEDIA TO RECRUIT VOLUNTEERS DURING THE HOLIDAYS

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KNOW YOUR AUDIENCE

Identify your primary networks and audience



CREATE A CAMPAIGN

Developing a social marketing strategy



TRACKING RESULTS

Looking at insights and analytics



WHICH PLATFORMS SHOULD YOU USE?

❑ Facebook & Instagram

Start with these networks. They have broad reach, easy access to scheduling tools, and accept most content types.

❑ Tik Tok

Add this network if you want to reach the 13-44 audience and have plenty of entertaining video content to post.

❑ YouTube

Add this network if you want to reach visitors and can create educational and entertaining video content.

❑ LinkedIn

Add this network if you want to reach corporate groups and the business community.

❑ Pinterest

Add this network if you want to reach planners, shoppers, and doers. Long-term results.



WHICH AUDIENCES ARE YOU TARGETING?

❑ Retirees

These volunteers are ready to give back and have flexible schedules. They are generally experienced and reliable.

❑ Families

Which volunteer tasks could be done by or with children under 18? Create unique opportunities for moms and dads.

❑ Professionals

Corporate giveback programs are effective team building opportunities for larger groups.

❑ Teens / College Students

Adding community service or volunteer jobs will help boost their resumes and college applications.

❑ Faith Based Groups or Military Personnel

A strong sense of community and desire to give back motivate this group to volunteer.



MESSAGING EXAMPLES - Retirees

 **HandsOn Maui - County of Maui Volunteer Center**
Just now · 🌐

🌿 Calling all retirees! Looking for a fulfilling way to spend your time in paradise? Your life experience and passion can make a huge difference in Maui's community. Join us this holiday season and give back to the island you love. Make new friends, create lasting memories, and help Maui thrive. 🌺

Click the link to view current volunteer opportunities in Maui, Hawaii:
handsonmaui.galaxydigital.com/need/

#GiveBackMaui #VolunteerMaui



👍 Like 💬 Comment ➦ Share



MESSAGING EXAMPLES - Families



HandsOn Maui - County of Maui Volunteer Center

Just now · 🌐

👨‍👩‍👧‍👦 Make Volunteering a Family Affair! Imagine a day where you and your little ones can bond, give back, and make a positive impact together. 🌈 Join us and make a difference as a family!

View family-friendly volunteer opportunities here:
<https://tinyurl.com/HOM-family-friendly>

#MauiDad #MauiMama #VolunteerMaui... See more



👍 Like

💬 Comment

➦ Share



MESSAGING EXAMPLES - Professionals



HandsOn Maui - County of Maui Volunteer Center

Just now · 🌐

📖 Boost Team Morale with a Day of Giving! Looking for a meaningful team-building experience? Volunteering as a group is a great way to strengthen bonds and give back to the Maui community. Whether it's planting trees or serving meals, your team can make a real difference.

👉 Let's make this holiday season impactful. Sign up today!
<https://tinyurl.com/HOM-group-volunteering>

#CorporateSocialResponsibility #MauiBusiness



👍 Like

💬 Comment

➦ Share



MESSAGING EXAMPLES - Teens / College Students



HandsOn Maui - County of Maui Volunteer Center

Just now · 🌐

📖 **Build Your Resume & Make a Difference!** Want to stand out on college applications or gain valuable job experience? Volunteering in Maui offers a chance to boost your resume, learn new skills, and make connections—all while giving back to the island. 🌸 Join us and let your impact shine!

Browse current volunteer opportunities here:
handsonmaui.galaxydigital.com/need/

#VolunteerForChange #StudentVolunteersMaui



👍 Like

💬 Comment

➦ Share

MESSAGING EXAMPLES - Faith Based Groups

 **HandsOn Maui - County of Maui Volunteer Center**
Just now · 🌐

❤️ Serve with Purpose in Maui! If you're looking for a way to live out your values and give back to the community, we'd love to have you join us. Your dedication to service can help uplift Maui during the holiday season. Together, let's make a difference that matters. 🌟 Volunteer with us today!

#MauiChurch #FaithInAction



👍 Like 💬 Comment ➦ Share



MESSAGING EXAMPLES - Military Personnel

 **HandsOn Maui - County of Maui Volunteer Center**
Just now · 🌐

👋 Calling All Veterans and Active Military Personnel! Your skills, dedication, and service mindset can help make a difference right here on Maui. From supporting local families to preserving our islands, there's a volunteer opportunity that needs someone just like you. 🌸

👉 Get involved today and be the hero Maui needs!
handsonmaui.galaxydigital.com/need/

#MauiVeteran #VeteransGiveBack #VolunteerMaui



👍 Like 💬 Comment ➦ Share



CRAFTING A SOCIAL MEDIA CAMPAIGN

- **Benchmark**
How many volunteers do you typically recruit in November and December? Where do they come from?
- **Goal**
Recruit “X” number of volunteers.
- **Holiday Strategy**
Highlight the impact your organization makes, the benefits of volunteering and inspire action. Use emails, social media, website, press releases, and partners like HandsOn Maui.
- **Tracking**
How will you track results? Consider Google Analytics and volunteer responses or form submissions.
- **Calendar**
Schedule posts, draft email campaigns, set dates for checking in and tracking results.



CRAFTING A SOCIAL MEDIA CAMPAIGN

October

- Week 1: ID volunteer needs and create volunteer descriptions. Post them on HandsOnMaui.com
- Week 2: Develop marketing content (social media posts, flyers, emails).
- Week 3: Schedule social media posts and email blasts.

November

- Week 1: Post volunteer opportunities in Facebook groups and renew listings at Handsonmaui.com
- Week 2: Host a volunteer orientation session (in-person or online).
- Week 3: Plan & promote a December Volunteer Day (ex: Food drive, gift wrapping fundraiser).
- Week 4: DM or email partners to help spread the word.

December

- Week 1: Send reminder emails to volunteers and confirm shifts.
- Week 2: Implement volunteer shifts for holiday events and programs.
- Week 3: Send thank-you notes and emails to volunteers.

January

- Week 1: Evaluate the success of the volunteer program and identify areas for improvement.
- Week 2: Plan for future volunteer recruitment efforts.



HOLIDAY HASHTAGS

Use trending hashtags on Instagram, Facebook, and TikTok

#HappyHolidays

#HolidaySeason

#HolidayVibes

#HolidayCheer

#TisTheSeason

#SeasonOfGiving

#MerryChristmas

#ChristmasMagic

#ChristmasDecor

#ChristmasTree

#ChristmasLights

#AllIWantForChristmas

#HappyNewYear

#NewYearsEve

#NYE

#NewYearsResolution

#NewYearNewMe

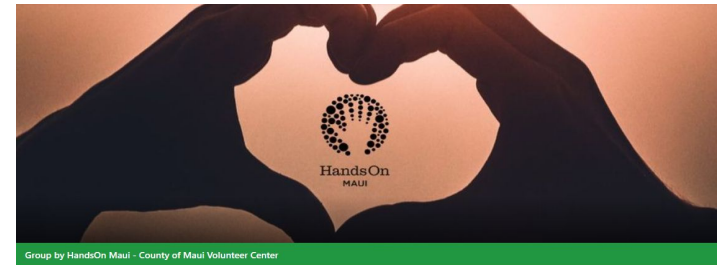
#CheersToTheNewYear



FACEBOOK MARKETING STRATEGIES

1. Create Facebook Events

- Show up under “Events Near Me” on Facebook.
- Share and pin your events to your page for added exposure!
- Boost events to a local audience
- Invite your friends
- Add co-hosts
- Add holiday language and images



2. Post in Facebook Groups

- Post in “Maui Volunteers” Group
- Share thank you’s and impact stats
- Ask for volunteers, be specific
- Respond to questions, use search



INSTAGRAM MARKETING STRATEGIES

1. Create and share Instagram Reels

Reach non-followers without paying for ads. Tag collaborators to reach their followers too. Tag locations to show up in geo search. Watch for holiday trends. Add 5 hashtags (#volunteermaui)

2. Add Volunteering to your Highlights

Use your stories and highlights to show people how to sign up as a volunteer and which positions are available.

3. Send DMs

What would you say to a neighbor to introduce them to volunteering with your organization? Watch for User Generated Content (UGC) to reshare.



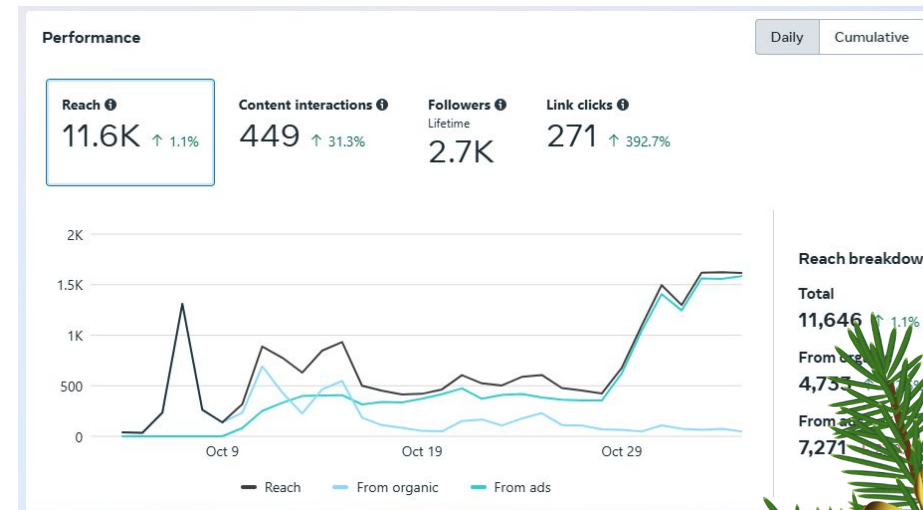
TRACKING SUCCESS

Head to Meta Business Suite and check your insights. Look at the content section for which posts are getting the most engagement.

All content

Posts and Stories | Media type | Filter | Clear | Search by ID or captio | Columns

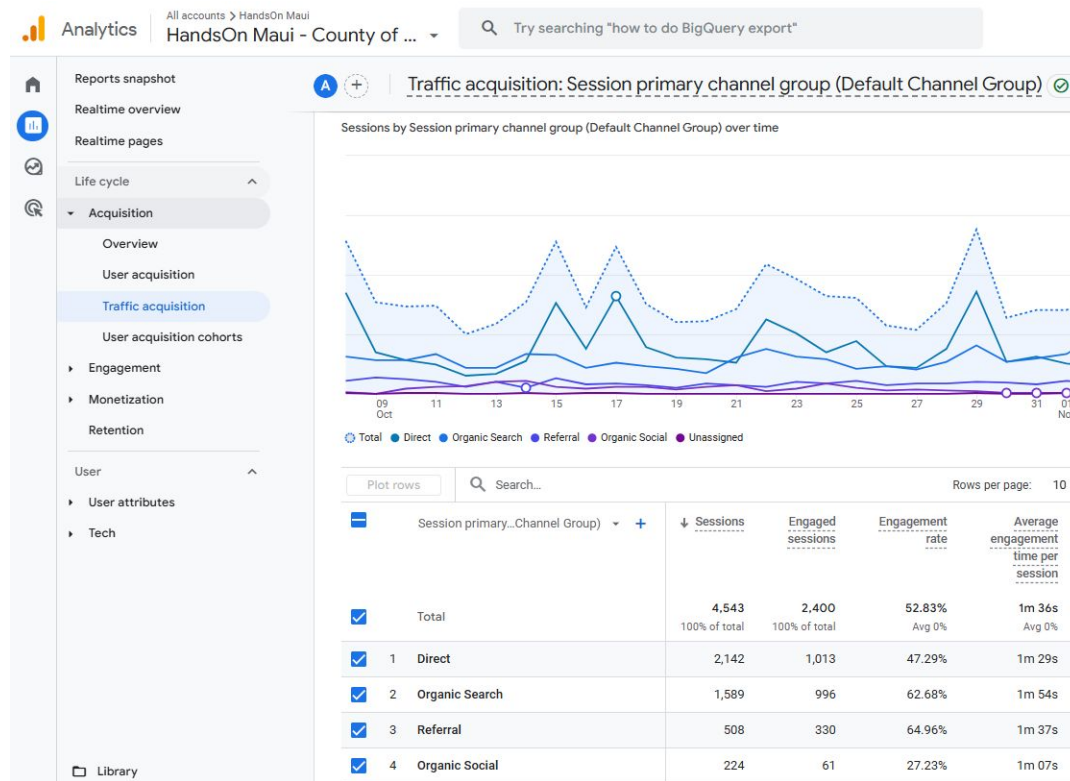
Title	Reach	Likes and reactions	Comme
Pacific Whale Foundation is asking residents to help ... HandsOn Maui - County of Maui Volunteer Center	5.2K Reach	211 Reactions	8 Comme
Attention Maui Nonprofits 🧡 This holiday season yo... HandsOn Maui - County of Maui Volunteer Center	5K Reach	16 Reactions	1 Comme
Post: "Attention Maui Nonprofits 🧡 This... Miller Media Management	4.9K Reach	--	--
Post: "Pacific Whale Foundation is asking... Miller Media Management	3.3K Reach	--	--
Hey volunteer coordinators! 🧡 You can recruit more... HandsOn Maui - County of Maui Volunteer Center	2.6K Reach	62 Reactions	4 Comme



TRACKING SUCCESS

Go to analytics.google.com and check on the source of your website traffic.

Reports > Acquisition > Traffic Acquisition



FAQs

Best tools to cross post?

Tool Name	Facebook	Instagram	TikTok	YouTube	LinkedIn	Pinterest	Monthly Price
Buffer	✓	✓	✓	✗	✓	✗	\$15+
Hootsuite	✓	✓	✓	✓	✓	✓	\$99+
Later	✓	✓	✓	✗	✗	✓	\$18+
Sprout Social	✓	✓	✓	✓	✓	✓	\$249+
Planoly	✓	✓	✓	✗	✗	✓	\$13+
Loomly	✓	✓	✓	✗	✓	✗	\$26+
Sendible	✓	✓	✓	✓	✓	✓	\$29+
Zoho Social	✓	✓	✗	✓	✓	✗	\$15+
CoSchedule	✓	✓	✗	✓	✓	✓	\$29+
Tailwind	✓	✓	✗	✗	✗	✓	\$19.99+



FAQs

How can you increase followers?

1. Create share-worthy posts
2. Share the posts into groups
3. Invite people who like your posts to like your page
4. Run page like ads
5. Partner up for a contest
6. Comment more than you post!

How to attract volunteers just in general?

Share the impact your organization makes and invite people to volunteer to support the cause. Know which type of volunteers you would like –what will their tasks be?

What advice do you give a new volunteer coordinator?

Sign up for HandsOnMaui.com so you can post volunteer opportunities. Network with other volunteer coordinators. Create volunteer descriptions with training materials and desired outcomes.



FAQs

How to keep regular volunteers engaged while also bringing in new volunteers?

Acknowledge and celebrate existing volunteers. Sharing their impact will make them feel appreciated while advertising the impact a new volunteer can make.

How to present your organization as a choice for holiday giving?

Celebrate what you have accomplished this year by posting about it on social media and sending an email to your subscribers. Then share your goals for next year and explain how donating to your organization will help you achieve the goals. Set a date range for your fundraising campaign.



CREATING CONTENT

Nonprofits get premium access to Canva for FREE!

Stock photos, clip art, flyer templates, social media templates, video templates, and more.

Go to www.canva.com/canva-for-nonprofits to sign up.



Canva for Nonprofits

The design tool made with nonprofits in mind. Discover the easy way to create high-impact social media graphics and marketing materials. Register now to get Canva's premium features for free.

Apply now - it's free!

[Eligibility guidelines](#)

