

Guide for MRC Unit Leaders: Using Social Media to Engage and Recruit Volunteers

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Social media platforms can be great tools to communicate with your volunteers, post information about unit activities, field volunteer requests during a disaster, communicate during a disaster, and promote MRC units.

Using Facebook

To create a Facebook Page:

1. Go to facebook.com/pages/create.
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Get Started and follow the on-screen instructions.

How to start a Facebook Live video:

For iOS devices –

1. In the **Facebook** app, begin to compose a status as you normally would.
2. On iOS, a list of options will show up below the text field, tap on **Live Video** > Continue.
3. Give your **Live video** a title (e.g. "Playing miniature golf!") and set the level of privacy (friends, public, etc.).

For Android devices –

1. In the **Facebook** app, begin to compose a status as you normally would.
2. In Android, tap on Go **Live** > Continue.
3. Give your **Live video** a title (e.g. "Playing miniature golf!") and set the level of privacy (friends, public, etc.).

Using Twitter

Setting up your Twitter account

1. Choose a profile name. This is the name you'll be known as on **Twitter** (also known as your @name).
2. Add a photo of you, not your logo.
3. Complete your bio.
4. Add your website address.
5. Follow some people.
6. Get tweeting.
7. Check your mentions regularly.

Resources

Volunteer Recruitment

- [How to Recruit Volunteers Using Social Media](#)

Wix

- [How to Build a Website on Wix for free](#)
- [Tutorial on Wix](#)

YouTube

- [Make Videos Using your Cell Phone](#)
- [How to Make a YouTube Account \(2014\)](#)