

RECRUITMENT OF VOLUNTEERS VIA SOCIAL MEDIA

Top tips for recruiting new volunteers via social media:

- Post on your personal social media about how much fun you have volunteering for Girlguiding and ask your network if anyone fancies joining you.
- Ask your network to share your above post to reach a wider audience.
- Using the social media recruitment images from the Derbyshire Leaders Facebook Group, post on local community Facebook pages to recruit new volunteers, saying how much fun the adult volunteers have and how rewarding it can be. Ensure you mention that volunteering roles are flexible depending on the time people are able to give.
- If you follow any local community pages, look out for people who are new to the area commenting and looking to make new contacts. Suggest a volunteering role with Girlguiding as a great way for someone to meet new people in the area.
- If your unit has a parents' Facebook page, post in that group that you are in need of new volunteers. You could start by setting up a weekly parent rota so they get more involved with the unit and see what the girls get up to.

