



**THE POWER
OF MANY**

BUILDING A
SOCIAL MEDIA
VOLUNTEER
TEAM FOR
YOUR CHURCH
OR NONPROFIT



WHY SOCIAL MEDIA?

You're reaching people—real people. Every one of us has the innate desire for community and belonging, and in this digital age, social media has become one of the most essential tools in building that community and engaging your audience.

Not only does it open doors to build a greater sense of community, but it also helps your church or nonprofit reach more people, effectively communicating with your audience, and possibly opening up some great fundraising opportunities.

Maybe you're reading this and thinking to yourself, is social media really worth all the hassle? Whether you're leading a megachurch in Tennessee or a start-up nonprofit out of your living room, one thing is certain—you've got a message to share, a story to tell, and real people to reach. And social media happens to be a cost-effective and widely used tool to see all of those things happen.

More and more churches and nonprofits are beginning to hop on the social media train to stay better connected with their audience through different platforms—whether that’s a common platform like Instagram or Facebook, or something more niche like Discord or Cocoon. If your church or nonprofit has already dipped its toes into the world of social media, then you know it’s no small task. Creating a social media presence that effectively draws people in takes passion, creativity, time, and clear vision—but it’s not impossible.

Yes, it requires a broad range of skill sets like content creation, digital marketing strategy, and an eye for design (among other things), but that’s where the good news comes in—you don’t have to do it alone!

The image features four hands holding smartphones, each displaying a different abstract blue UI element. The background is a teal color with a repeating pattern of light green hearts. The text is centered in the middle of the image.

**VOLUNTEERS BRING A LOT TO THE TABLE—
FRESH PERSPECTIVES, ENTHUSIASM, DIVERSE
SKILLS, AND OPPORTUNITIES FOR YOUR
MISSION TO REACH MORE PEOPLE.**

Maintaining a social media presence as a one-person army will likely leave you swamped, which is why we're here to show you that building a social media volunteer team is the way to do it.

Maybe you're the type that doesn't want "too many cooks in the kitchen" and would rather handle things like social media on your own, but before you make up your mind, let's take a look at the positive impact that comes with a volunteer team.

IS BUILDING A VOLUNTEER TEAM WORTH THE EFFORT?

First off, volunteers are—more often than not—passionate workers. They're helping not because they have to, but because they have the heart to see your church or nonprofit's mission move forward and reach more people. Second, let's not forget that volunteers bring a diversity of skills to the table. You'll likely find that there are people in your community with an eye for design, a talent for project management, or even a knack for content development. Don't let those skills go to waste!

Wondering how to build your volunteer dream team? **KEEP READING** → → →

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**YOU'RE
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FINDING THE RIGHT PEOPLE

More than anything, we want you to walk away knowing that this is all possible. If you're not even sure where to start, don't worry. We've got you covered.

To start, let's address the obvious. To build a volunteer team, you're going to need volunteers. An easy way to make that happen is by reaching out to people you already know. Grab a few of your trusted friends who understand your church or nonprofit's mission and invite them to join you! Another alternative is to put yourself out there, whether that's on your website, email newsletter, social media, or bulletin. Provide a brief description of what you're looking for in volunteers and follow up with those who sign up.

When looking for volunteers, be sure to keep a few things in mind.

- ▶ Look for people **who love the mission**. Our guess is that there are people who have a huge heart for what you're doing and are just waiting to be asked to get onboard!
- ▶ What are their **areas of expertise**? Are they someone who has a vibrant personal social media presence, or maybe even works in social media professionally?

MAKING IT WORK

Once you've got your volunteers, it's time to make sure you're all on the same page. It's always good to spend some time getting to know your volunteers and making sure they're a good fit. This can look like anything from an interview to a phone call to inviting them over for a meal.

Clearly communicate roles, expectations, and responsibilities:

- ▶ Always start with the heart of what you're doing. What is the message your church or nonprofit wants to leave with your audience?
- ▶ What is your church or nonprofit's goal with social media? How can you clearly communicate to meet this goal?
- ▶ What is their role? Giving your volunteers a title can be a nice touch to make them feel like they are a real part of the mission—examples could include “digital strategist,” “photographer/videographer,” or “content manager.”

- ▶ Give clear expectations and guidelines. This could look like anything from laying out a monthly schedule and clearly communicating expectations for a certain number of posts each month to explaining how you will provide feedback on each post before it is posted.

If you're wanting a posting schedule but you're not sure where to start, we've got just the resource for you. [Click here for a great step-by-step guide to creating a sustainable communications plan for your church or nonprofit.](#)

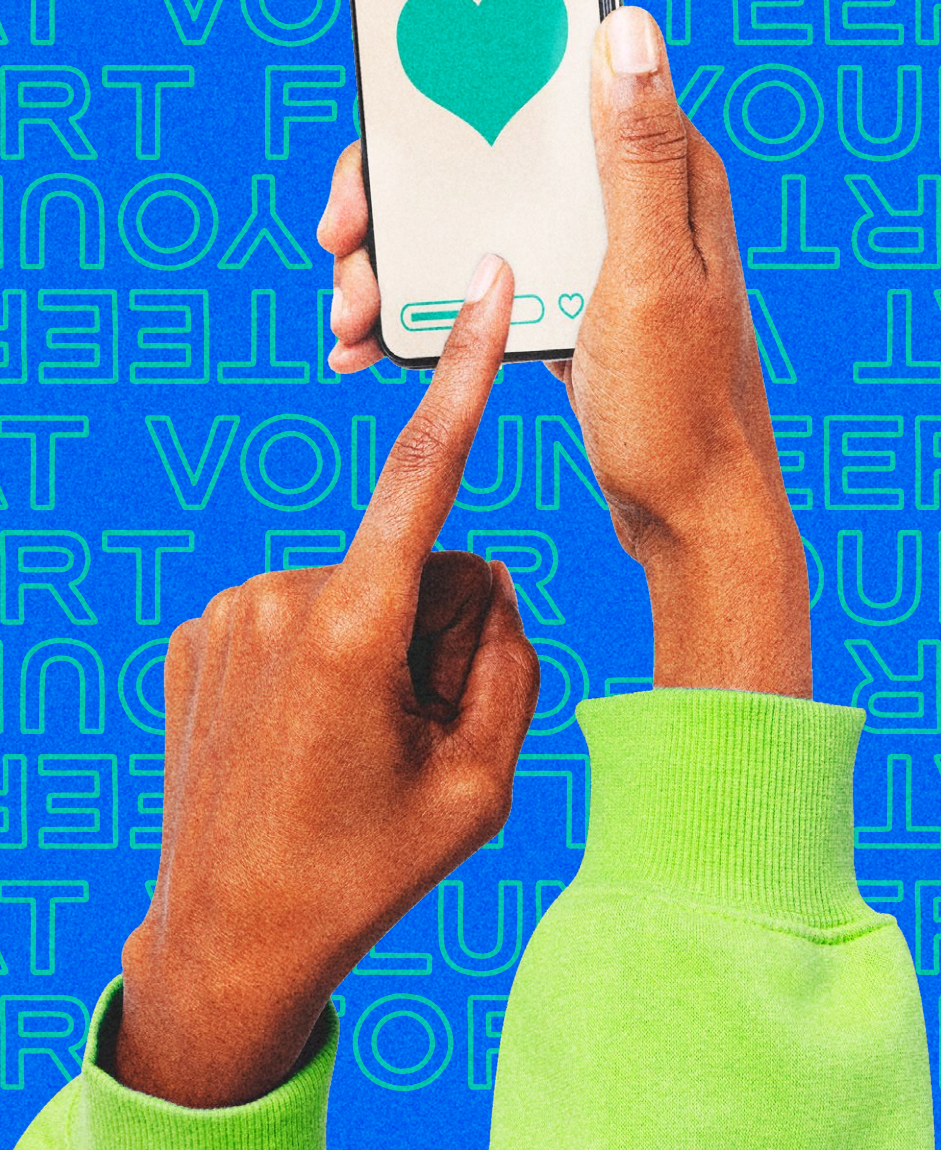
Phil Bowdle, a creative arts pastor who specializes in communications, has said that a great way to get your new volunteers started is through a simple process—assign, evaluate, and encourage. Assign them a first project or post with clear instructions and a draft deadline. Make sure to encourage them to take creative freedom while maintaining the voice of your church or nonprofit. As you evaluate their draft, provide positive and constructive ways to improve. Remember to explain your feedback so the volunteers can become familiar with the nonprofit or church's voice and direction.

With volunteers, it is crucial that they feel appreciated and valued. Here are just a few practical ways to make that happen:

- ▶ Create a facebook group for volunteers. Community is crucial!
- ▶ Send volunteer thank-you emails/appreciation posts after each event (big or small)
- ▶ Have periodic get-togethers to build community and show your appreciation. Maybe a movie night, pizza party, or be wild and go bowling . . . or camping . . . or . . . skydiving? You get the gist—make it fun!

Volunteers bring a lot to the table, and social media is a big table. Invite them in, and you'll be surprised at the range of perspectives, passions, and talents that you can put to use. It'll be a game-changer.

FIND GREAT VOLUNTEERS WITH A HUGE HEART FOR YOUR MISSION



COMMON CHALLENGES

Reading about building a volunteer social media team is one thing. Putting it into action is another. But one thing that can set you up for success is being aware of some of the most common challenges of managing volunteers or engaging with social media.

VOLUNTEERS WHO AREN'T COMMITTED

Volunteers can be the people most committed to moving your mission forward. But let's be real—they can also be the ones who don't show up. People have busy lives. What makes the difference? Part of it has to do with their passion for your mission, but a lot of it also has to do with their personal interest in the work you've asked them to do. By determining what your volunteers are looking for in an experience, you can find the best ways to find the right fit for the job you need done. It helps you because you'll have committed people and, it adds value to their experience as well!

DISORGANIZATION

In smaller or growing churches or nonprofits, there can be some disorganization, especially when you've recruited volunteers because you're trying to juggle so many parts and pieces. The key? Start with a plan—even before you need one. Specifically when it comes to building a volunteer social media plan, write a thorough guide for your volunteers that helps them understand your brand on social media. It could include specifics about how often to post, what types of images or graphics to use, color schemes, words or phrases to use or avoid—the list could go on. The more work you put in up front, the less you'll have to put out fires along the way.

Additionally, volunteer management softwares can help keep your team—staff and volunteers—on the same page.

VOLUNTEER BURNOUT

Burnout is a pretty hot topic in the corporate world. It turns out, it's pretty common among volunteers as well—especially when they're overworked, undervalued, or stressed. We can probably all relate to that. While working your volunteers less or showing your appreciation for them more might seem like easy fixes, stress can be more difficult to manage. And it's true—you can't control their stress levels. But by setting clear expectations from the start, you can help them navigate where their roles start and end. And sometimes, having someone from your staff team check in with them and debrief can be all it takes to make them feel supported.

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**Now that you know a bit more
about what we can do, want to learn
more about what we could do for you?**

Email us at hello@weareamenable.com with any questions you have.
We'd love to hear from you and have a conversation!

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