



**Cheshire West**  
**Voluntary Action**

Championing the community sector



*Social Media*  
**WORKSHOP**

[www.chesterva.org.uk](http://www.chesterva.org.uk)



# ABOUT US

We're the go-to organisation for the community sector in west Cheshire, providing a range of support for charitable organisations in the area.

[www.chesterva.org.uk](http://www.chesterva.org.uk)



CHESHIRE  
WEST  
VOLUNTARY  
ACTION



# Use a STRATEGY

Social media is only a small part of how you can effectively communicate with your audiences. Think strategically.

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RESEARCH

OBJECTIVES

STRATEGY

IMPLEMENTATION

EVALUATION

# ROSIE

## VOLUNTEERING CAMPAIGN

# 27%

of adults formally volunteered at least once a month (Community Life survey)

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# 55%

of adults didn't volunteer because of their work commitments (NCVO's Time Well Spent report)

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CWVA has been running a volunteering campaign since 2019, aiming to encourage more people to take up volunteering in west Cheshire.

# AUDIENCES

Who do you need to engage with as part of your campaign?

# KEY MESSAGES

What do you need to be saying to your audiences? What is going to make them do what you ultimately want them to do?



# Think about your **CHANNELS**

Which ways would you be able to engage with your audiences as part of your campaign?

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**SOCIAL MEDIA**

**WEBSITE**

**ENEWSLETTERS**

**WORD OF MOUTH**

**PHYSICAL AND DIGITAL SIGNS**

**LOCAL MEDIA**

**MEETINGS**

**PRINTED RESOURCES**

## COMMUNITY TRANSPORT

Audiences	Key messages	Channels
People aged 70 and above without access to technology	<ul style="list-style-type: none"><li>• Access free community transport near you</li><li>• Get out and about in the community to improve your health and wellbeing</li><li>• Find support and services you might benefit from</li></ul>	<ul style="list-style-type: none"><li>• Digital and physical signs e.g. local community centres or bus stops</li><li>• Advertisement in printed brochures and publications, as well as on TV and radio</li><li>• Leaflet drops e.g. community centres</li></ul>



Which channels do  
**YOU**  
have and use?



# Social media CHANNELS

Which social media channels are out there that you might be able to access and use for your campaign?

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FACEBOOK

TWITTER

INSTAGRAM

TIKTOK

LINKEDIN

SNAPCHAT

*Why use*  
**SOCIAL MEDIA?**

*We ♥ Volunteers*



**Make a difference  
in your community**  
[volunteernowcwva.com](http://volunteernowcwva.com)



# HOUSE STYLE

Having a consistent look and feel to your social media channels and content you use on them is very important.



*Choosing the right*  
**CONTENT**

# GRAPHICS

There is plenty of software available for you to create your own graphics for your campaign.

# VIDEOS

It's never been easier to film your own videos and edit them.



*Use social media for*  
**STORYTELLING**

# Call to ACTION

No matter what content you produce on social media, make sure there is a clear call to action.



Which  
**CONTENT**  
stands out for you?



# *A quick* **RECAP**

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**LOOK AT A STRATEGY**

**AUDIENCES**

**KEY MESSAGES**

**CHANNELS**

**CONTENT CREATION**

**CALL TO ACTION**

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*Thank you*  
**ANY QUESTIONS?**