

National Volunteer Week (April 23 to 29) Social Media Ideas

National Volunteer Week was established in 1974 (under President Nixon) and has grown exponentially each year. Governor's Books from Birth has often honored volunteer week as an opportunity to thank volunteers who lend their time, talent, voice and support to the Imagination Library. It is also a great time to let the community know how they can get involved as a IL volunteer.

We hope you will take time next week to join us on social media in thanking our volunteers! Below are some ideas and sample posts. Use your own pictures of volunteers or feel free to use the pictures/graphics in this Dropbox link: https://www.dropbox.com/sh/axwvpf406rb4sv1/AACxPU3BfVUMLgktHHVULEQ_a?dl=0

#ivolunteer National Campaign:



Nationally, there is an #ivolunteer campaign in which we can encourage participation by asking our volunteers to: 1) print the attached #ivolunteer sign, 2) write in why they volunteer with the Imagination Library, 3) post it on Facebook, Instagram and Twitter with the hashtags #ivolunteer #nvw #TNImagination. GBBF will repost these and compile them in an album to share at the end of the week.





Examples of what volunteers could write include: a) #ivolunteer because I want to spread a love of reading across Tennessee

or b) #ivolunteer because early literacy leads to success in school. You may want to create your own picture to get the ball rolling!

Sample Facebook and Instagram

(Be sure to include hashtags #TNImaginationLibrary and #NationalVolunteerWeek on all FB and IG posts so we can track posts across the state. On Instagram, include other hashtags as well.)

<p>This week is National Volunteer Appreciation Week! We want to take this opportunity to thank all of the Imagination Library volunteers across the state <i>(you can say your county here)</i> who help get high quality, age-appropriate books to preschool children at no cost to families. #TNImaginationLibrary #NationalVolunteerWeek <i>(IG Hashtags: #weloveourvolunteers #volunteerstate #tnvolunteers)</i></p>	
<p>Help us celebrate #NationalVolunteerWeek and join in this national campaign. Print the #ivolunteer sign below. Write in why you volunteer for the Imagination Library. Post a picture of you holding the sign with the hashtags: #ivolunteer and #TNImaginationLibrary.</p>	
<p>As we celebrate and thank our volunteers during #NationalVolunteerWeek, we also want to welcome new volunteers. Check out this video on getting involved in the #TNImaginationLibrary. Comment below if you are interested in volunteering. https://youtu.be/Bd7t0-gXQkI <i>(this is the get involved video)</i></p>	<p>https://youtu.be/Bd7t0-gXQkI <i>(this is the get involved video)</i></p>
<p>The #TNImaginationLibrary is a grass-roots effort! It takes over 700+ volunteers across the state, in each of the 95 counties, to make this program available to every child in Tennessee between the ages of birth and 5 years old. Get involved! Support your local Imagination Library. Help us build a foundation for reading and learning through books for Tennessee's children. Find IL volunteers in your community by visiting our Directory at http://bit.ly/GBBFvolunteer. #NationalVolunteerWeek #OurVolunteersAreSuperHeroes</p>	

<p>We are so grateful for our volunteers, advocates and community partners! Thank you for your time and passion! #NationalVolunteerWeek #TNImaginationLibrary #VolunteersHaveHeart</p>	
<p>Our teen volunteers rock! In fact, they are extraordinary! The League of Extraordinary Teens (LOET) is a statewide initiative that engages Tennesseans ages 13 – 19 in the financial and logistical support of IL programs in their counties. Find out more on our website and help us spread the word to the teens in your community! #NationalVolunteerWeek #TNImaginationLibrary http://bit.ly/GBBFvolunteer <i>(post with a pic of your own LOET or use this one)</i></p>	

Sample Tweets:

(Be sure to include the hashtags #TNImaginationLibrary and #NationalVolunteerWeek or #NVW so we can track the tweets across the state. Feel free to also use additional hashtags as space allows.)

<p>During #NationalVolunteerWeek & everyday, we are thankful for #TNImaginationLibrary volunteers! <i>(tweet with a picture of your volunteers)</i></p>
<p>Why do you volunteer with the Imagination Library? Tweet with #ivolunteer & #TNImaginationLibrary. <i>(tweet with the downloadable sign)</i></p>
<p>Celebrate #NationalVolunteerWeek by volunteering with #TNImaginationLibrary. https://youtu.be/Bd7t0-gXQkl</p>
<p>Our volunteers are super heroes who help make the #TNImaginationLibrary available to every TN child ages 0 - 5. #NVW http://bit.ly/GBBFvolunteer <i>(tweet with the superhero graphic)</i></p>
<p>We are so grateful for our volunteers, advocates & community partners! #NationalVolunteerWeek #TNImaginationLibrary <i>(tweet with graphic or picture)</i></p>
<p>The League of Extraordinary Teens supports the #TNImaginationLibrary in each county. #NationalVolunteerWeek http://bit.ly/GBBFvolunteer <i>(tweet with pic of LOET)</i></p>
<p>Volunteering with the Imagination Library helps create a path for early literacy and school success in your community. http://bit.ly/GBBFvolunteer #TNImaginationLibrary #NVW</p>
<p>#NationalVolunteerWeek is a great time to get involved! Find opportunities to volunteer with the Imagination Library in your county. http://bit.ly/GBBFvolunteer #TNImaginationLibrary #NVW</p>
<p>We are grateful for the passion, time and talent of the #TNImaginationLibrary volunteers! #NationalVolunteerWeek #volunteerstate</p>

Mandatory Hashtags:

Use #TNImaginationLibrary and #NationalVolunteerWeek on every FB, IG and Twitter post this week. This will help us search and compile the posts.

Additional hashtags for IG and Twitter:

#ServiceUnites (theme of this year's NVW)

#NVW

#ivolunteer

#tnimaginationvolunteer

#volunteerimagination

#volunteerstate

#tnvolunteers

Other Ideas for #NationalVolunteerWeek on Social Media:

(Be sure to include the hashtags: #TNImaginationLibrary and #NationalVolunteerWeek (or #NVW) in all of your social media so we can track posts across the state.)

- Post pics of your volunteers with notes of thanks.
- Share quotes from your volunteers about why they volunteer (ideally with pictures of them)
- Share the GBBF 'Get Involved' video to encourage volunteering with the local Imagination Library:
<https://youtu.be/Bd7t0-gXQkl>
- Highlight your League of Extraordinary teens or promote getting involved with LOET
- Encourage people to volunteer with the Imagination Library in your county. Be sure to include how someone can learn more or include contact info for someone to sign up.
- Post inspirational quotes about volunteering.
- Post a picture of your board (or just yourself) with a sign that says 'Thank You!' Post with a note of thanks to volunteers in your county.
- Do a quick 15 second (30 second max) video (or selfie video) saying how important volunteers are in your county and saying thank you.
- Post pics of all of your Imagination Library board members with their names and note of thanks. You could post these individual (one a day) or post a group photo)