

At the Australian Volunteers Program, social media plays an important role in how we communicate the value of international volunteering, and encourage Australians to consider volunteering.



Social media channels

Take a look at the stories we share on social media about volunteers and partner organisations, which give an authentic insight into volunteering.

Click on the links below to explore the program's channels.

 [Twitter](#)  [Facebook](#)  [Instagram](#)

 [LinkedIn](#)  [YouTube](#)



As a volunteer on the program, you **do not need approval** to post to your own social media channels.

In fact, we encourage you to share your experiences of volunteering on the channels you are most familiar and comfortable with.

Here are some things to consider before posting to social media:

- Tag @AusVols* on Facebook, Instagram and Twitter. That way we will be able to see and interact with your posts. We may even re-share them on the program's channels.
**Please note if you do tag @AusVols, we will consider that your permission for the program to share your content. If you're happy for us to share your Instagram posts, make sure your account is set to 'public'.*
- Tag your partner organisation, where relevant. This is a fantastic way to help get the work of your partner organisation recognised more widely.
- If you have an Australian partner organisation, tag them as well!
- Consider including the tag of the Australian embassy in the country where you are volunteering. Many embassies love to see and share volunteer stories.
- Consider including the hashtag #AusVols on Instagram and Twitter. A hashtag is a label that makes it easier to find information with a theme or specific content. Someone searching social media for information about the program can search for #AusVols, and your content may come up.
- If you are posting a photo of friends or colleagues, make sure you get their permission to share their photo on social media.
- Please remember, you should avoid taking and sharing photos of children, as outlined in the Child Protection Policy. You will find out more in your child protection training.
- Which channel are you posting to? For Facebook and Instagram, personal stories with a photo of a person or people are often best; for LinkedIn, more work or training-related stories are appropriate, and for Twitter, more 'newsy' bits of information are usually best received.
- Most importantly – have fun!

Ideas for social media

When you are on assignment, you will almost always have your phone nearby – which, means your phone camera is accessible as well.

You do not need to be a professional photographer or a journalist to take a great photo or write a good caption to catch people's attention on social media.

We invite you to capture moments in your day – that give others an insight into your volunteer experience.

That could be a photo taken during your weekly market shop, the meal you have prepared with a new friend, a selfie with your teammates or the whiteboard of ideas created with your colleagues.

And this can be accompanied by a simple sentence or two, explaining what is happening in the photo.

Here are some great examples from volunteers



 Facebook

One third of a banana

This is a third of a banana. Yep, a third! Our boss was sitting talking with two of us one afternoon, about to eat a banana. As she was talking she casually broke it into three – giving a piece each to me and my colleague... I have learnt so much about giving and receiving from Papua New Guineans and the glue that is reciprocity. Sharing what you have, even if it's only one small banana!

~@decececeeedee aka Deb, volunteer project management mentor, Papua New Guinea



 Twitter

Young leaders

What a pleasure to observe the incredible #leadership of these two young #women, Ulfa and Hilda, who are solving their villages greatest challenges as field coordinators w @YayasanKalla #southsulawesi. What #dedicated #strongwomen. @AusVols @unwomenasia

~@eliseagiles, volunteer social development program specialist, Indonesia



 Instagram

Coconut shelling

During the first week of my assignment in #Samoa, I had the opportunity to be part of the Independence Day celebrations. This was my very first umu, a traditional outdoor cooking method. I was invited to march in the parade for Independence Day the next day and it was an honour to be invited.

#AusVols #volunteering #volunteer #volunteerlife

~@jessica.alice.wilson, volunteer small business trainer, Samoa



Sharing experiences

Last week I had a great opportunity to share my experience at Women's Resource Center, Cambodia with my home branch of Soroptimist International of the South West Pacific, who have supported WRC for over eight years! Covid-19 has had a significant impact on funding for NGOs, and it is now as important as ever to connect with our international community of supporters. I'm excited to see what volunteering, organising and supporting will look like with increased digital capabilities emerging from the pandemic.

@AusVols #SoroptimistInternational #EachforEqual #volunteering
~@Hannah, volunteer communications officer, Cambodia



Language lessons

Very excited to start a new professional adventure in Fiji with the Australian Volunteers Program. For the next 12 months, I will be working for a local NGO based in Lautoka as Project Operations Management Mentor. But first... Fijian lessons!

#volunteering #Fiji #Bula
~@marie, volunteer project operations management mentor, Fiji



Frozen lashes

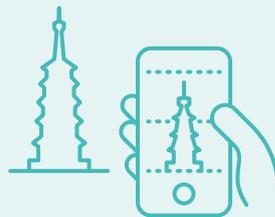
Eye think this winter is going to lasht a while... ❄️ #'feelslike'-37 #lashesofice #frozensolid #winter in #mongolia #ausvols

~@simionigrace aka Simone, volunteer communications and fundraising officer, Mongolia

Want more?

Make sure you look out for the Stories for Home briefs which will appear in your inboxes every couple of months or so. These include specific instructions for developing social media content.

For more information about anything in this guide, please email media@australianvolunteers.com



See our **photography guide** in your online resources for more on how to take a great photo.