Guide for MRC Unit Leaders: 
Using Social Media to Engage and Recruit Volunteers 
(Last Updated: March 25, 2019)

Social media platforms can be great tools to communicate with your volunteers, post information about unit activities, field volunteer requests during a disaster, communicate during a disaster, and promote MRC units.

Using Facebook

To create a Facebook Page:

1. Go to facebook.com/pages/create.
2. Click to choose a Page type.
3. Fill out the required information.
4. Click Get Started and follow the on-screen instructions.

How to start a Facebook Live video:

For iOS devices –

1. In the Facebook app, begin to compose a status as you normally would.
2. On iOS, a list of options will show up below the text field, tap on Live Video > Continue.
3. Give your Live video a title (e.g. "Playing miniature golf!") and set the level of privacy (friends, public, etc.).

For Android devices –

1. In the Facebook app, begin to compose a status as you normally would.
2. In Android, tap on Go Live > Continue.
3. Give your Live video a title (e.g. "Playing miniature golf!") and set the level of privacy (friends, public, etc.).
Using Twitter

Setting up your Twitter account

1. Choose a profile name. This is the name you'll be known as on Twitter (also known as your @name).
2. Add a photo of you, not your logo.
3. Complete your bio.
4. Add your website address.
5. Follow some people.
7. Check your mentions regularly.

Resources

Volunteer Recruitment

- How to Recruit Volunteers Using Social Media

Wix

- How to Build a Website on Wix for free
- Tutorial on Wix

YouTube

- Make Videos Using your Cell Phone
- How to Make a YouTube Account (2014)