Social media for RNLI volunteers

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Social media for RNLI volunteers

- What is social media & why would I use it?
- How does the RNLI use social media?
- How to sign up
- Resources to learn more
What is social media?

• Social media are the digital tools that people use to tell & share their stories

  – like text messaging, blogs, videos & social networking sites like Facebook & Twitter
• Social media is a powerful, cost-effective means of reaching many thousands of people with the RNLI’s story, through news, photos and video.
Two thirds of the UK population now have a Facebook account

Source – OFCOM Adults’ Media Use and Attitudes Report 2014
98% of 16-34 year olds are online

Source – OFCOM Adults’ Media Use and Attitudes Report 2014
How does the RNLI use social media?
RNLI social media content

• Sharing rescue stories
• Promoting events
• Encouraging fundraisers
• Safety advice & tips
• Heritage stories
• RNLI campaigns
• Education events
Facebook

• 145,000 fans
• An average post reaches around 40,000 people
• Our best post in 2014 reached 1.4 million!
Twitter

- 63,000 followers
- An average tweet reaches about 9,000 people
- Mostly used for up to the minute news
• 2 million video views in the last year
• Our most watched video of 2014 was watched nearly 500,000 times
Creating a Facebook account

• Visit Facebook.com
• You’ll need to enter your:
  – Name
  – Email address (or mobile number)
  – Date of birth
  – Gender
• Choose a password
• You choose what is visible to others
Creating a Twitter account

• Visit Twitter.com
• You’ll need to enter your:
  – Name
  – Email address (or mobile number)
• Choose a password and a username
• They will then suggest some people to follow to get you started
Security & privacy online

• Facebook allows you to control what content & information about you is visible
• Always assume anyone could see something that’s posted online
• Email is the most common method for hackers to use – if in doubt type the web address yourself, don’t click a link
Resources

- Volunteer zone:
  - today’s slides
  - social media handbook
  - Your CFM
Resources – connect with other volunteers

www.facebook.com/groups/RNLIvolunteers
(The social media team check in here regularly)
Why join the group?

• Ask for ideas and resources:
Why join the group?

- Share ideas and best practice:

Cracker of a Christmas Fayre

The RNLI Newhaven Christmas Fayre, held recently at the Hillcrest Centre, was another cracking success for the fundraising team. The event raised just over £1000.00, exceeding expectations and highlighting the local community’s continuing high regard of the volunteer lifeboat crew. There was a high turn out of visitors to the Fayre with many eager to keep Father Christmas busy and enjoy the festive cheer. The Fayre was opened by Newhaven Academy Players and the entertainment continued with Haven Harmonies Choir delighting with their superb choices of Christmas song arrangements. Vice Chairman of the Fundraising Society, Peter Mercer, said, “The Christmas Fayre has not raised over £1000.00 for many years and it was fantastic to see so many people having such a good time.”
Why join the group?

- Ask for help:
Thank you!

Any questions: try the group or your CFM