



# Social media for RNLI volunteers

January 2015



# 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

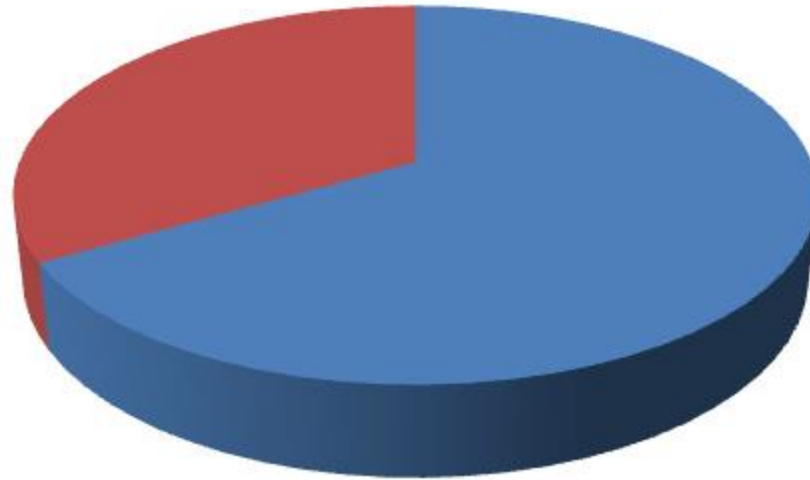
# What is social media?

- *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.

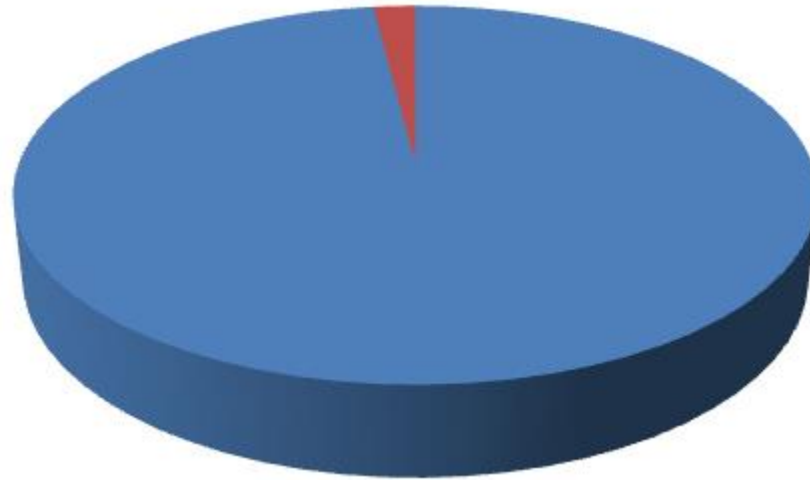


# Two thirds of the UK population now have a Facebook account



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

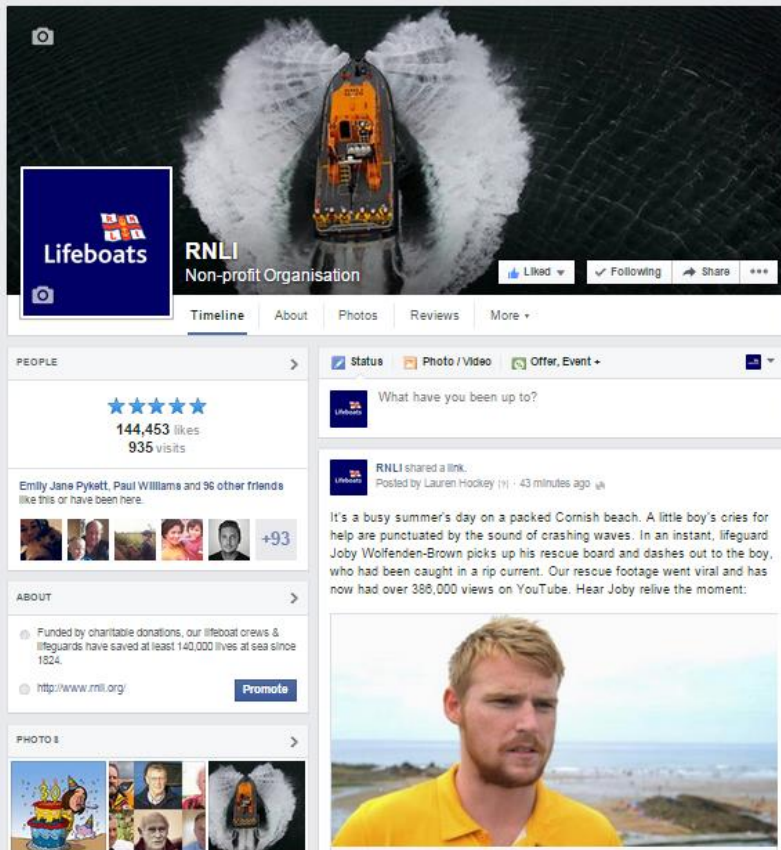
How does the RNLI use  
social media?

# 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

# YouTube

YouTube GB

THIS IS THE MOMENT THAT MADE A DIFFERENCE NOW IS THE MOMENT YOU CAN

RNLI.org/makethedifference

RNLI

Subscribe 4,449

Home Videos Playlists Channels About

Tower lifeboat crew rescue man clinging to rubbish catcher in ...  
12,095 views 5 days ago  
Tower lifeboat crew rush to help a man clinging to a rubbish catcher in the River Thames.

Related channels on YouTube

- British Army
- British Forces News
- U.S. Coast Guard
- AHRARMURQOBAN
- Nuwaidrat Feb
- BritishRedCross

RNLI in action

0:33 0:48 2:44

- 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

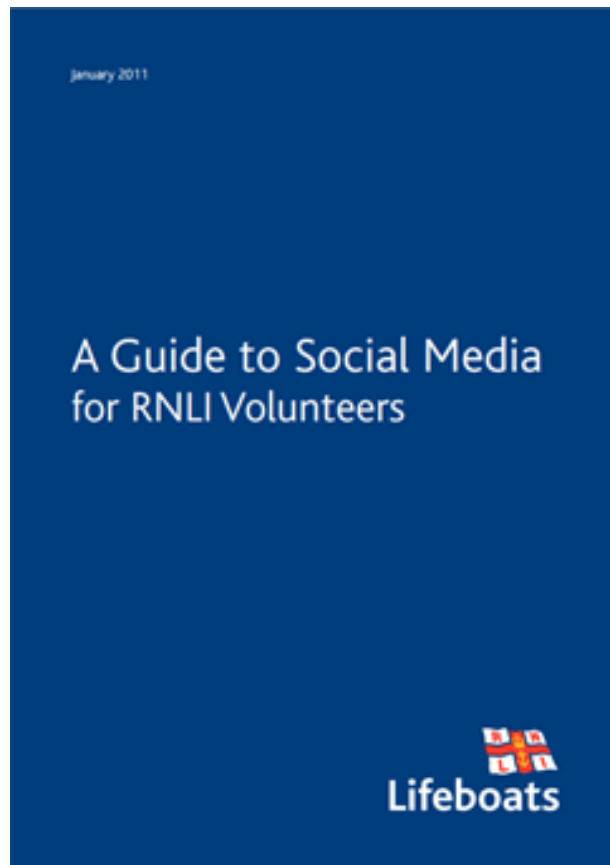
# Creating a Twitter account

- Visit [Twitter.com](https://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](https://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:

16 December 2014

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:



A screenshot of a Facebook post and its comments. The post is from a user whose name is redacted with a black box, dated 2 February. The text of the post reads: "Just had a disastrous visit to a local scout group. Showed a Powerpoint presentation on work of RNLI and Beach Safety. Used the dressing up kit, did a bit of line throwing but found it difficult to maintain interest. Group of 40 may have been too large. Leaders didn't help out with discipline. Any suggestions for a future presentations, other than taking a Rottweiler and a Shotgun!!!!!!!!!!". Below the post are options to "Like" and "Comment". A comment from another user, also with a redacted name, says "likes this." Below that is a link to "View 5 more comments". The first comment, from a user named "Tiger", says: "Key points to keep them, stories of real rescues, humour, pick a victim in the audience someone who you can use as a tool to install humour, and use gore if you really want their attention, nothing horrific but it works. I educate within the zoological world and it's poo for young ones and " he got eaten by a Tiger " for bigguns . You will find what works buddy 2 February at 19:02 · Like". The second comment, from a user named "Even with the best of planning", says: "Even with the best of planning it can be ((death by power point )) i dont bother with power point now for large restless groups but use a few short action video clips instead , I find Using a few simple props such as flags , posters , helmet ect... See More 3 February at 19:41 · Edited · Like · 1". The third comment, from a user named "Im a scout leader", says: "Im a scout leader and a RNLI crew member (resulting from a visit with my group to my loacal station). 40 children at a time is far too many, much better to break the group down in half or thirds. Yes it would mean 2 or 3 presentations, but the messag... See More 3 February at 22:25 · Like · 1". At the bottom of the screenshot is a text input field for writing a comment and a camera icon.

# Thank you!

Any questions:  
try the group or your CFM