

The BUILD campaign will use social media (principally Facebook, Twitter and Instagram) to promote our adult recruitment message.

While the social media messages will provide links to allow new volunteers to 'sign up' (which you need to follow up - see the BUILD campaign resource on "Following Up On Job Applications") another important aspect is that it will create awareness that we are looking for volunteers. The idea is that when you approach someone to ask them to volunteer they won't be surprised because they'll be aware of our campaign via social media.

There are three aspects to the social media campaign, which will run from 14th September (County Awards Day) to October 5th (Confido).

1. **County Social Media** – we will use county social media (Facebook and Twitter) to promote the BUILD campaign. This will use paid-for advertising to reach new audiences in our geographical area and will link to a new BUILD 'mini-site' where people can find out more about volunteering and register their interest.

This will use a range of custom images of adults volunteering with young people, optimised for use on social media.

When you see these appear please 'share', 'retweet' and 'comment' to spread the message amongst your own social networks.

2. **District, Group and Sectional Social Media** – we want you to use your own social media to promote the message of the BUILD campaign, posting to district, group and sectional Twitter, Facebook etc accounts. This is a great way to reach parents and supporters who do not see county social media.

You can download suitable images (optimised for social media) from the county website. Further details and instructions on how to use these images on your own district, group or section social media are provided overleaf.

3. **Personal Social Media** – we will be asking all volunteers to get involved in a 'viral' social media campaign, by posting their reasons for volunteering, inviting their Scouting colleagues to do the same and inviting friends who are not involved in Scouting to get involved. More details of how to get involved are also overleaf.

Remember, the campaign runs from 14th September to 5th October, so you have three weeks to help create a social media storm!

KEY POINT: Social media seldom creates an imperative for people to act, but it can create awareness of an issue. For the campaign to be successful you still need to ask people if they'll help do a specific job.

District, Group and Sectional Social Media

We have created six BUILD campaign images to use in your local social media campaign. These feature message leveraging the three key campaign messages and images of adults working in Scouting and can be downloaded from <https://www.durhamscouts.org.uk/for-members/adult-recruitment/build-adult-recruitment-resources/>

These should be pushed out three or four times during the three-week campaign at district, group and sectional level, with suitable local messages about volunteering.

Messages (accompanying text) should deliver one of the campaign messages, which are:

- Adults volunteer to help young people build #skillsforlife
- Adults in Scouting develop their own transferable skills
- Adults in Scouting make friends and have fun

The text accompanying the images can link to the main BUILD campaign mini-site (<https://volunteering.durhamscouts.org.uk/>) or can provide local contact details for people who want to volunteer.

If you want to use your own district, group or section images please read the following:

- Images are 1200 x 628 pixels, using a graphical image (800 x 628 pixels) and a text image (400 x 628 pixels).
- To create your own image:
 - Create a suitable, high quality image 800 pixels wide x 628 pixels high. This should show adults and young people working together and having fun, showing a positive emotional reaction to the activity they are doing.
 - Merge your own image with the text image to create a single image which is 1200 pixels wide by 628 pixels high (this size is optimised for social media use)

Personal Social Media Campaign

For the personal social media campaign (for which you can usefully use Facebook, Twitter or Instagram) we will ask you to:

1. Post a high-quality photograph of you volunteering in Scouting – you choose your favourite photo, ideally working with young people
2. Give three reasons why you volunteer in Scouting, ideally mentioning:
 - How you help young people build #skillsforlife
 - How you have developed your own transferable skills which you use at work, in your studies or at home
 - That you value your Scouting friendships and have fun!
3. Invite five other Scouting colleagues to do the same (tag them in the post)
4. Invite three of your non-Scouting friends to get involved (also tag them in the post)

Remember – you may get tagged and invited to take part, so Be Prepared!