



Meals on WheelsTM
Queensland



ENGAGING VOLUNTEERS AND DONORS THROUGH SOCIAL MEDIA

Effective Strategies to Strengthen
Connections and Drive Support.

18 February 2025

Hosts: Jordan Reimers

More
than just
a mealTM



Why Social Media Matters for Meals on Wheels

The Power of Social Media for Meals on Wheels

Increase visibility

01

Drawn to the platform

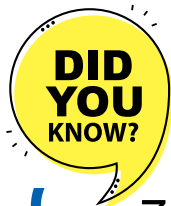
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Share stories

03

Encourage action

04



75% of Australians use social media daily.

Facebook remains the most popular platform for community-based engagement.

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Why?

Consistency helps keep Meals on Wheels services top-of-mind for both volunteers and donors.

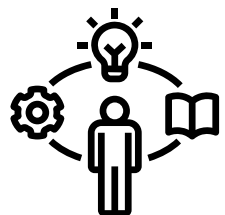
EXAMPLE

Weekly Posts to Keep Your Community Engaged

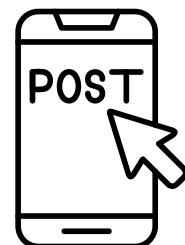
- Consider posts like "Volunteer of the Week" or "Client Story Saturday" to create a sense of connection and anticipation.

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HOW



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Regular Posting Builds Trust



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A strong CTA drives action, whether it's signing up as a volunteer or donating to a campaign!!



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- Clear and Actionable
- Urgency
- Incorporated into posts naturally

Examples of CTAs we see daily

CHECK IT OUT



>> Learn more



BOOK NOW

JOIN NOW



READ MORE



Engaging Volunteers on social media



Best for community -driven engagement. Great for volunteer stories, recruitment, and event updates



Best for visual storytelling. Perfect for behind -the -scenes photos and volunteer highlights.



Useful for professional volunteers or corporate volunteering partnerships.



Best for short-form video content. Great for volunteer stories, recruitment, and event updates



Key Tip: Start with Facebook

it's the most used platform among Meals on Wheels supporters.

Already on Facebook recruitment?

You'd be surprised how well LinkedIn works too! Remember, LinkedIn is a platform for professionals—this could be the perfect place to reach business people nearing retirement, and looking for a meaningful way to give back to the community.

Examples posts for Volunteer recruitment

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Examples posts for Volunteer recruitment


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Examples posts for Volunteer recruitment



Volunteer Spotlight Example Caption:

Meet Sarah, one of our amazing volunteers! ✨

Sarah has been delivering meals for 5 years and says her favourite part is 'seeing the smiles on clients' faces.'

Want to join her? Sign up here: [Website Link/Phone/Email]

#Volunteers #MealsOnWheels #MoreThanJustAMeal #[suburb]
#community #volunteersrock



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Encouraging Donations on social media



 Widely used for community engagement, donation drives, and fundraising campaigns. It's ideal for sharing client impact stories and reaching a broad audience.

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 Effective for reaching professionals and organizations who may want to contribute through corporate giving or large donations .



Key Tip: Start with Facebook

It is the most effective for engaging with a wide audience.

Already on Facebook donation encouraging?

LinkedIn is an excellent choice if you're looking for corporate partnerships or larger donations.

Examples posts for Encouraging Donations



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Examples posts for Encouraging Donations



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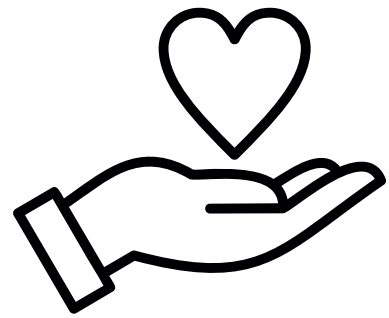
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Examples posts for Encouraging Donations



The Power of Storytelling Example Caption:

Meet Margaret, who receives weekly meals from Meals on Wheels.

Her daughter, Lisa, says, 'Knowing Mom has healthy meals and a friendly check-in every day gives me peace of mind, especially living so far away.'

For just \$15, you can help provide more than just a meal to others in need.

Donate today: [Donation Link]

#Donation #Charity #MealsonWheels #MoreThanJustA Meals #[suburb]

#Community #DoGood #Margaret #Meals



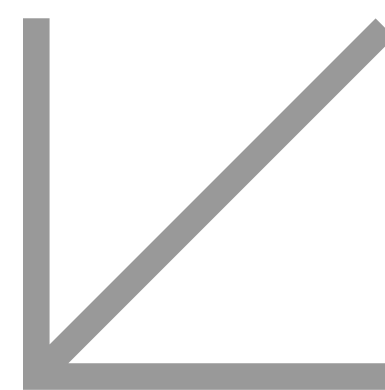
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Making Social Media Easy

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Question and answer session



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