

The Future of Volunteering

Social media and technology
Workshop - 17th August 2010



About Syneka

- Syneka
 - Strengthen the capacity of organisations
 - Organisational planning
 - Marketing strategies
 - IT assessments
 - Policy development
 - Established in 2009

The role of technology

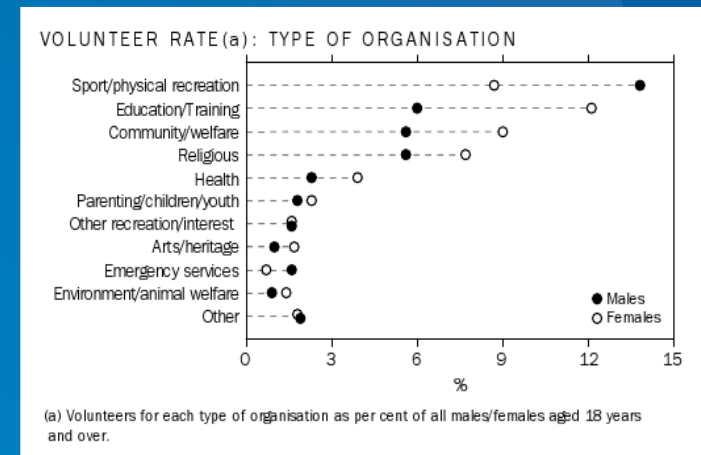
- Technology is not the 'great unknown'
 - Do not view technology in isolation
 - Example: Websites are marketing not technology
 - Example: Social media is a marketing exercise
 - Technology is actively being used across all generations
 - Not just specific to certain age groups or demographics

Changing Demographics

- ◉ Generational challenges
 - Attracting younger people to volunteer
 - Retaining older volunteers
- ◉ Attracting volunteers
 - 'Competition' in attracting volunteers
 - Scarce resources in reaching volunteers
- ◉ The need to 'break through'
 - Technology can be used to deliver this

Why people volunteer

- Why people volunteer
 - 57% 'helping others or the community'
 - 36% 'do something worthwhile'
 - 22% 'social contact'
 - 16% 'use skills/experience'
 - 11% 'learn new skills'
- Recruitment
 - 35% were asked to volunteer
 - 29% knew someone involved
 - 5% through media



IT Strategies

- Should be consistent with organisational plan
 - Plan the use of technology in an organisation
 - Complement other strategies
 - Support across an organisation
- Deliver actionable results
- Measure progress and goals
- Ensure value for money

Consistent approach

- IT should not be seen in isolation
 - Have clear organisational goals
 - Complements other activities
- Leverage IT solutions to deliver results
 - Websites
 - Databases
 - Social media
 - Facebook/Twitter
 - Blogging
 - Software

Websites

- The role of the Internet and websites
 - Used to find information
 - Need to be competitive within these results
 - Popular across all demographics
 - Often used as first reference point
 - Marketing
 - Need consistency across all marketing tools
 - Complement the marketing strategy
 - Create a proactive web presence

Websites

- ◉ Content management system
 - Website 'back-end'
 - Consistent template across the site
 - Reduces maintenance costs
 - Ensures updating content is easier
 - Variety of packages available
 - Ensures linkages are correct
 - Manages who can update the site

Websites

- Essentials for a website
 - View as a marketing initiative
 - Consistent branding and messaging
 - Need clear call to action
 - Readily available contact information
 - Keep relevant and up to date
 - Link with social media and increase reach
- Whole of organisation approach

Databases

- Store and manage information
 - Consider security
 - Have levels of access to protect data
 - Secure passwords
 - Do not duplicate information
 - Integrate databases with other software
 - Central contact repository
 - Notes and information on contacts
 - Consider web based platforms

Social Media

- Part of a marketing strategy
 - Reach new generations of volunteers
 - Several different tools
 - Facebook – general coverage
 - Twitter – instant updates
 - LinkedIn – professional networks
 - Usage across all generations is growing
 - Integrate with website
 - Replicate web content through social media
 - Reduce duplication
 - The online equivalent of 'word of mouth'

Blogging

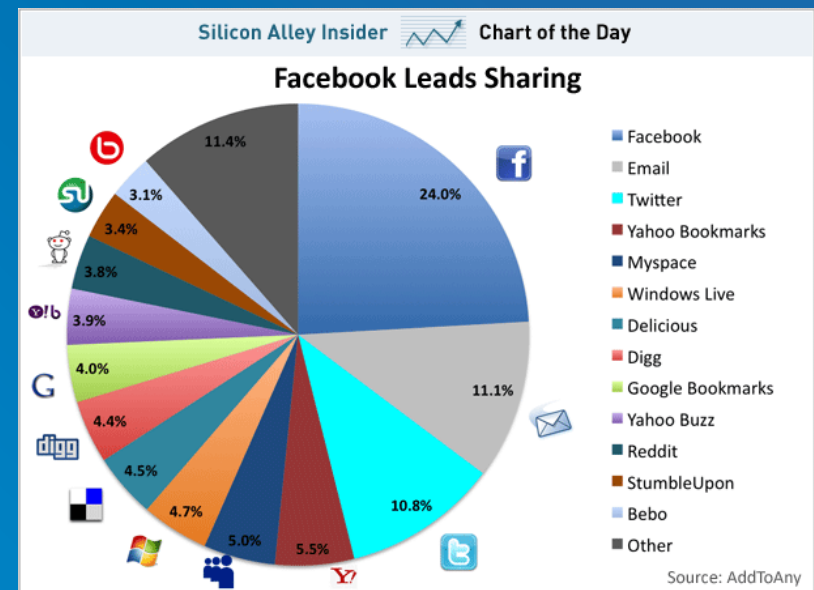
- ◉ Regularly updated content
 - Based on an individual topic or event
 - Interactive discussion with web visitors
 - Useful in creating a human dimension
- ◉ Integrate with website and social media
- ◉ Can convey expertise and reinforce organisational messages

Wikis

- Collaborative spaces to share content
 - Example: wikipedia
 - Useful in providing a knowledge base on specific areas
- Encourage people to share knowledge
- Can convey expertise and encourage informal discussion

Sharing web content

- Three most popular tools:
 - Facebook
 - Email
 - Twitter
- Effect of 'word of mouth'



Integration is the key

- Reduce administration and maintenance
 - Updates from the website can be sent to social media tools
 - Members can automatically receive email updates
 - Create member areas for exclusive information
- Save time and resources
 - Replicate and duplicate communications
 - Ensure a consistent approach

Software

- Reducing software costs
 - Consider free / open source software
 - Linux – operating system
 - Openoffice – free office suite
 - Firefox – web browser
 - Often work reliably on older hardware
 - May require some training
 - Consider alternatives

Conclusion

- Technology is increasingly prevalent
- Need to consider the use of technology
- Ensure consistency
- Reduce duplication
- Replicate content across mediums
- Do not view technology in isolation

Further information

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