



## Tips for Social Media Volunteers Responsible for Social Media Networks

- Target Audience: Social media volunteers
- Description: Includes advice for effectively managing the shelter's social media during emergencies, ensuring clear and accurate communication.



## Tips for Social Media Volunteers Responsible for Social Media Networks

In emergency situations, social media is a vital tool for quick and effective communication. As a responsible social media volunteer, your role is crucial in coordinating efforts, disseminating information, and keeping the community informed. Here are some tips for managing social media during an animal evacuation crisis:

### **Stay Calm and Be Clear:**

- Post information calmly and clearly. Avoid sensationalism and focus on facts.
- Ensure each post is accurate and verified to prevent the spread of rumors or misinformation.

### **Frequent Updates:**

- Provide regular updates on the evacuation status, immediate needs, and progress.
- Use text, images, and videos to keep the community informed and engaged.

### **Coordinate with the Team:**

- Maintain constant communication with the shelter team and other volunteers to ensure that shared information is consistent and up-to-date.
- Designate clear points of contact within the team to quickly obtain information.

### **Prioritize Important Information:**

- Highlight urgent needs, such as specific donations, necessary equipment, and required assistance.
- Use features like pinning posts, highlighting stories, and alerts to ensure that the most important information is seen by as many people as possible.



## Tips for Social Media Volunteers Responsible for Social Media Networks

### Clear Instructions for the Community:

- Provide clear and detailed instructions on how the community can help, including donation drop-off locations, specific needs, and volunteer contact information.
- Be sure to include accurate schedules and addresses to avoid confusion.

### Manage Messages and Comments:

- Respond to direct messages and comments as quickly as possible. The community may have questions or offer assistance, and a prompt response can be crucial.
- Use automated responses if necessary, indicating that their messages will be reviewed soon and providing basic information in the meantime.

### Spread Official Information:

- Only share information from official and reliable sources, such as local authorities, shelter staff, and recognized rescue organizations.
- Verify all information before posting to maintain credibility and community trust.

### Use Hashtags and Tags:

- Create and use specific hashtags for the emergency situation to centralize information and facilitate searchability.
- Tag relevant organizations and use popular hashtags related to animal rescues and emergencies to increase visibility.

### Collaborate with Influencers and Media:

- Reach out to local influencers and media outlets to amplify the message and reach a wider audience.
- Provide press releases and visual materials to help them effectively disseminate information.





## Tips for Social Media Volunteers Responsible for Social Media Networks

### Monitor and Adjust:

- Monitor the impact of your posts and adjust the strategy as needed. Use analytics tools to see which type of content has the most interaction and adjust accordingly.
- Gather feedback from the community to improve real-time communication.

### Special Note:

#### Responsibility and Empathy:

As a social media manager, it's crucial to act with responsibility and empathy. The community trusts you to provide accurate and helpful information. Remember that your work can have a significant impact on the safety and well-being of animals and on coordinating efforts during the crisis.

For more information on how to support and connect with shelters and volunteers, visit [www.islapet.org](http://www.islapet.org). This portal centralizes contacts for a more effective response in emergency situations.

Your dedication and effort on social media can make a big difference in emergency management. Thank you for your commitment and support!

