#GlobalApplause
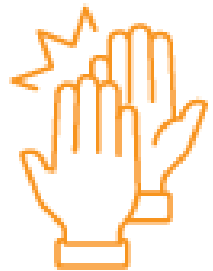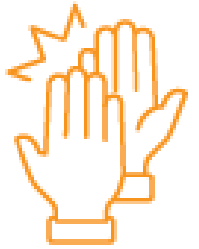
Give volunteers a hand

About the campaign

To mark International Volunteer Day (IVD) 2016, we are launching an external engagement campaign entitled #GlobalApplause.

The campaign aims to celebrate the vital contributions of volunteers all over the world, encourage others to become volunteers themselves and highlight the role of UNV, UN partner organizations and the great work of volunteer organizations all over the world.

To do so, our campaign uses a fun and easy Call to Action on UNV social media channels.

As part of the campaign, we are asking the 20,000 UN Volunteers to spread this Call to Action whilst also drawing upon UN partners, celebrity ambassadors and volunteering organizations to amplify the message.

The campaign seeks to reach the general public, including volunteers themselves and those with an interest in volunteerism.
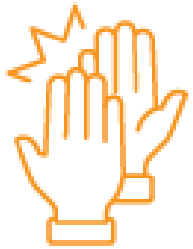
About the campaign

Through the globally-owned UNV social media channels, UNV country offices, UNV field offices and regional offices, UN agency partners and influencers, we will share the stories of real life volunteers.

Each story will highlight a volunteer with a unique story and background to showcase the diversity and extent of volunteering around the world.

On Facebook, the Call to Action will ask people to applaud volunteers with an applause emoji and use the #GlobalApplause hashtag in the comments box.

On Twitter, the Call to Action will ask people to retweet stories, with the applause emoji and use #GlobalApplause.

The content will be released throughout the weekdays preceding IVD on 5th December, therefore it will be launched on 28th November.

To mark IVD and the end of the campaign on 5th December, we will use a short video using uplifting footage of different people applauding and a simple narrative to celebrate volunteers everywhere.
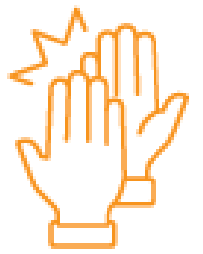
How you can get involved
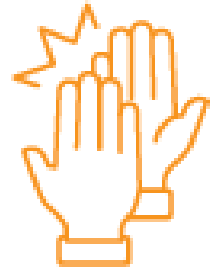
How to post an emoji:

Mobile phone

Step 1: Go to the text box on Facebook or Twitter and type your post.

Step 2: Go onto the emoji options on your phone's keyboard.

Step 3: Find and select the applause emoji.

Step 4: Include the emoji as part of your post!

Desktop computer/laptop
Mac

Step 1: Go into the text box on Facebook or Twitter and type your post in, or paste from a word document

Step 2: Hold down command, control and space bar – you'll see an emoji bar pop up. Select the applause emoji.

Step 3: Include the emoji as part of your post!
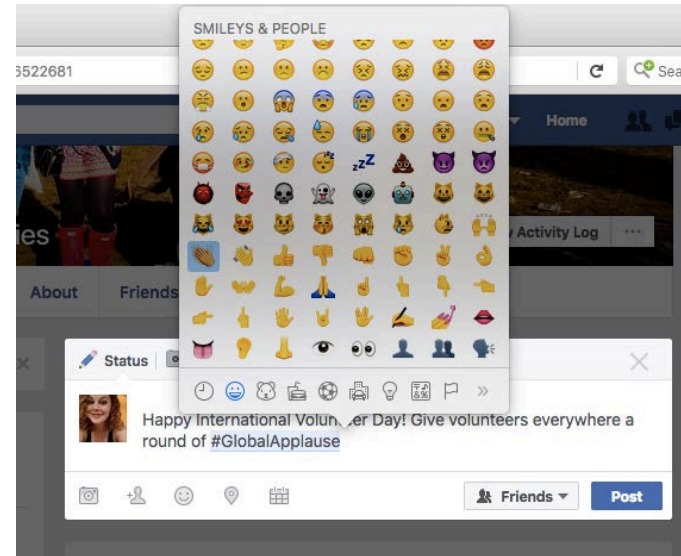
How to post an emoji:

Windows

Step 1: Go into the text box on Facebook or Twitter and click to type as normal, or copy and paste from a word document

Step 2: Go to the iEmoji website in a new tab
 www.iemoji.com/

Step 3: Find and select the 'applause emoji'

Step 4: Copy and paste the emoji and include it in your post!
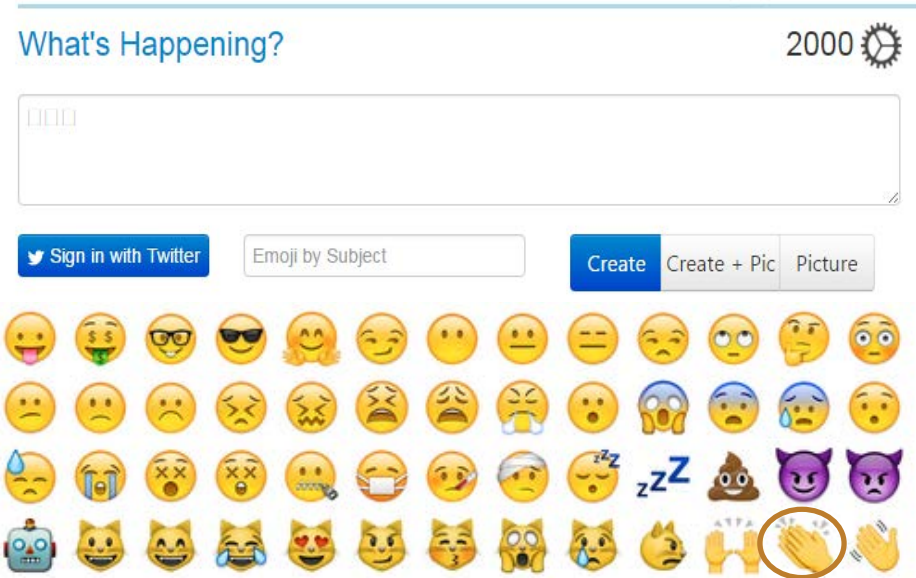
How to get involved online: Facebook

1. The ask

Select volunteer stories and post via Facebook, using the **Call to Action** in the run up to IVD, 28th – 5th December.

2. How to select stories

Assess your existing content and select a range of current volunteer stories for the week, 28th – 5th December. Ensure the selected stories include a balance of genders, age, nationality and type of volunteer work.

3. How to package stories

Step 1: Retrieve a photo of the chosen volunteer.

Step 2: Provide a short description beneath their photo.

Step 3: Include the Call to Action at the end of the short description.

How to get involved online: Facebook

There are two styles of post – one written in the first person, as a volunteer, the other as UNV.

It is preferable to write in the first person, but if you do not have quotes/articles written by the volunteer to work from, third person is fine.

Example first person:
"I'll never forget my first day volunteering with UNFPA as a midwife in South Sudan. On that first day I delivered four babies and assisted in an emergency C-section. Three years on, no matter how many women I meet or babies I deliver, I never forget that feeling I had on day one – that there was nowhere else in the world I should be."
Join us, @unvolunteers in celebrating Missy and the billion volunteers around the world with #GlobalApplause show your support by posting a 👏 below!

Example third person:
Chiruzu has been volunteering with adolescents in Palestine with UNV – thanks to her, many children have enjoyed a positive transition from childhood to adulthood. Join in @unvolunteers #GlobalApplause campaign to celebrate International Volunteer Day – post a 👏 in the comments below to show your support ☺

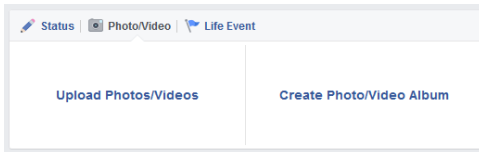**NB: If writing as a volunteer, please obtain their written approval of your posts.**

Find example Facebook posts, which can be used as templates for your own posts within the social media section of Trello.

How to get involved online: Facebook

1

Step 1: Choose a volunteer's photo and upload it

Status	Photo/Video	Life Event

Upload Photos/Videos   **Create Photo/Video Album**

2

Step 2: Write a short description to go with the photo

Status	Photo/Video	Life Event

Chiruzu has been volunteering with adolescents in Palestine with UNV – thanks to her, many children have enjoyed a positive transition from childhood to adulthood.

With   Who were you with?

Friends ▾   Post

3

Step 3: Include the Call to Action at the end of the short description

Status	Photo/Video	Life Event

Chiruzu has been volunteering with adolescents in Palestine with UNV – thanks to her, many children have enjoyed a positive transition from childhood to adulthood. Join in @unvolunteer #GlobalApplause campaign to celebrate International Volunteer Day – post a 👏 in the comments below to show your support

With   Who were you with?

Friends ▾   Post

How to get involved online: Twitter

1. The ask

Select a volunteer story and post them via Twitter, using the Call to Action in the run up to IVD, 28th - 5th December.

2. How to select stories

Assess your existing content and select a range of current volunteer stories for the week, 28th – 5th December. Ensure the selected stories include a balance of genders, age, nationality and type of volunteer work.

3. How to package stories

Step 1: Retrieve a photo of the chosen volunteer
Step 2: Provide a **short** description beneath their photo (140 characters max. Incl. spaces)
Step 3: Include the Call to Action at the end of the short description

Find example tweets, which can be used as templates to create your own tweets on the social media section of Trello

How to get involved online: Twitter

On Twitter, due to the length of posts, it makes most sense to post in the third person with a photo of the volunteer(s).

Due to the more instant nature of twitter, you can also post general information about the campaign and IVD. It is advisable to post general posts first, and then intersperse story-tweets, to ensure followers fully understand the campaign.

Examples:

[Story-based]
Thanks Missy for volunteering as a midwife in S.Sudan, you inspire us! Help us thank volunteers w/ #GlobalApplause post a 👏 in reply!

[General]
Ahead of International Volunteer Day #IVD2016 join us in giving volunteers a round of #GlobalApplause just post a 👏 to get involved!
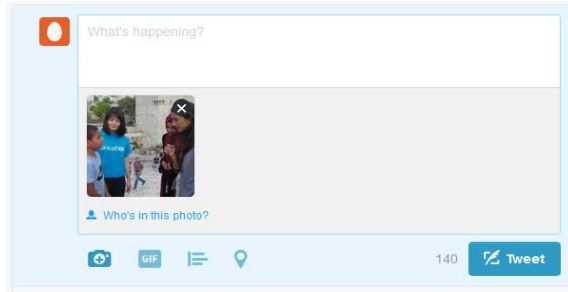
Inspired by a volunteer? Tell us about it to give them #GlobalApplause for #IVD2016 👏

Find example tweets, which can be used as templates to create your own tweets on the social media section of Trello

How to get involved online: Twitter

Step 1: Choose a volunteer's photo and upload it

Step 2: Write a short description to go with the photo

A call out at Chiruzu who volunteered with UNV in Palestine!

Step 3: Include the Call to Action at the end of the short description

A call out at Chiruzu who volunteered with UNV in Palestine! RT your 👏 and #GlobalApplause @unvolunteer on International Volunteer Day!

Engaging with your volunteers

Share the campaign content UNV, UN partners and volunteering organizations will be sharing on social media, encouraging friends and family to get involved.

Share their own stories from the field, asking friends and family to "like", "share" and post an applause emoji 👏

And/or create a 'Boomerang' video of them and fellow volunteers applauding each other – and other volunteers around the world.

Volunteers can then post this video on social media with a Call to Action for friends and family to either:

a) Do their own videos

b) Post an applause emoji 👏 in response

Engaging with your volunteers

Creating a boomerang video

Step 1: Create a video in the Boomerang app, which will automatically save to your camera roll

Step 2: Upload the Boomerang to Facebook or Twitter

Step 3: Include a Call to Action for friends and family to either a) do their own videos or b) post an applause emoji in response to your content

The Boomerang app can be downloaded from iTunes and Google Play
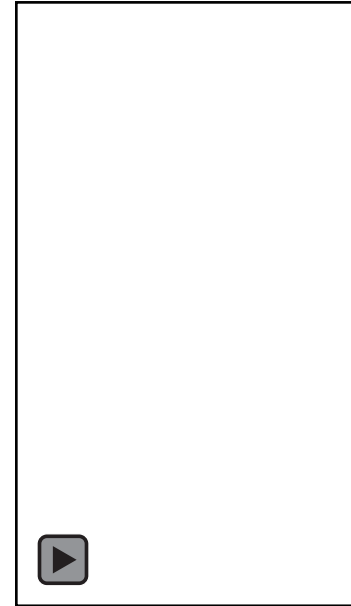
Make #GlobalApplause your own!

We have created a suite of designed content for you to use. It is currently available in English, French and Spanish. We have:

- #GlobalApplause Slogan
- Web banner
- Word document template
- Posters
- Mugs
- T-shirt
- Pens
- A Bag
- Hats/caps
- Stickers

Please do use the content as you wish.

Find downloadable templates: The International Volunteer Day 2016 website:
https://www.unv.org/international-volunteer-day-2016

Word document template

Slogan

Hats/caps

#GlobalApplause

Give volunteers a hand

Questions?
Ask the campaign team:
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