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#Employees4SDGs

AMPLIFYING YOUR IMPACT ON THE GLOBAL GOALS

A Social Media Guide
For Employee Volunteers

“Social media is a powerful tool for inspiring new audiences and raising global awareness of the Sustainable Development Goals. We hope this guide empowers employee volunteers to showcase their passion for making an impact on the Global Goals.”

- PETER BODIN,

Global CEO, Grant Thornton International Ltd.
Chairman, IMPACT2030 Board of Directors



INTRODUCTION

Welcome to the **SOCIAL MEDIA GUIDE FOR EMPLOYEE VOLUNTEERS**. This Guide is the result of a collaboration between Grant Thornton International, Ltd and IMPACT2030. It is designed to help you find meaningful ways to share your volunteering experience across your social media platforms and inspire others to action. The four sections of the Guide will help you amplify the impact you are making to support the Sustainable Development Goals.

THE GLOBAL GOALS AND ME

The 17 Sustainable Development Goals, commonly known as the Global Goals, were adopted by all member countries of the United Nations in 2015. They are the roadmap for action to address global challenges such as eliminating poverty and inequality, addressing climate change and environmental degradation, and ensuring peace and prosperity for all. Learn more about these 17 Global Goals in the Resources section on Page 11.

HOW CAN MY VOLUNTEER ACTIONS HELP ACHIEVE THE GLOBAL GOALS?

Every drop in the ocean counts! Signing up to participate in your company’s employee volunteering programs and engaging your time, skills and expertise towards addressing a Global Goal highlights your passion about making an impact. You become part of a global network of **#Employees4SDGs**—made up of millions of employee volunteers across different geographies and companies— all striving to positively impact people and the planet.



GLOBAL GOALS ICONS



HOW TO USE THIS GUIDE

This guide contains recommendations on how you can capture and share a story about your volunteer project in a compelling way and provides tips on how to motivate, inspire and engage others. It is, however, merely instructive and not mandatory. Everybody sees the world differently and that is what makes your story interesting — so tell yours in your own way.

The four sections will answer the following questions:

1. WHY USE SOCIAL MEDIA?

There is still a drastic lack of awareness of the SDGs. Sharing your positive experience can help to change that. By telling your own story you will magnify the impact of your volunteering by creating awareness for the cause and the SDG you are supporting and motivate others to follow suit.

2. WHERE SHOULD I POST MY STORY?

Today's social media landscape is vast, with nearly 3 billion people owning at least one social media account. Each platform is different. By choosing the right place to tell your story, you can reach the right audience and amplify awareness for the Global Goals you are supporting. Later in the guide we'll run through what each platform offers to help.

3. WHAT TO SAY AND HOW TO SAY IT?

We're not all Shakespeare, and that's ok! Take time to consider the story you want to tell, and which part of your volunteering experience is most memorable. By showing passion and authenticity your story will be compelling and people will enjoy reading, watching and hearing it.

4. IMPROVING YOUR CAMERA PHONE GAME

Before you press *click* make sure the image is not intrusive to the recipients of your volunteer project and that you get the right permissions for taking images of others. In this section we share some best practices so you can get the "perfect shot."



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1. WHY USE SOCIAL MEDIA?

SPREAD THE WORD!

Employee volunteers are making incredible impact on the Global Goals in their communities around the world. Social media is a great way to share posts and images of these volunteering engagements to place a spotlight on this force for good.

Different social media platforms can be used to inspire and educate people in your personal and professional networks about your volunteer impact, the organizations and causes you are supporting, and also help increase awareness of the Global Goals. You could share the Global Goal you are most passionate about; showcase how you are directing your passion, skills and expertise; and motivate others to join in your volunteering journey.

Leveraging social media to tell your story will also highlight how your company is supporting the Global Goals and how your actions tie into the company's larger purpose.

THANK YOU FOR VOLUNTEERING FOR THE GLOBAL GOALS!



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2. WHERE SHOULD I POST MY STORY?

Each social media platform is different. By choosing the right place to tell your story, you can reach the right audience and have the biggest impact. Here's a simple guide based on which type of social media platform you might use to publish your message to different groups:

KEEPING IT CLOSE

If you just want to tell close friends and family, you might want to use private messaging platforms such as **WhatsApp**, **WeChat**, **LINE** or **Messenger**. You are still spreading the word of your volunteering but in a different and more personal way.

TOP TIP: Set up a new chat group labelled **#Employees4SDGs** and make the group open so people you invite can add anyone you've forgotten.

TOP TIP: Most of these apps have desktop version (e.g. WhatsApp's is <https://web.whatsapp.com/>), which make composing longer messages much easier.

TELLING THE WORLD

If you want to reach a bigger audience then public networks such as **Facebook**, **Instagram** and **Twitter** are fantastic tools for sharing your experience with the world.

TOP TIP: Instagram Stories is the perfect tool for your volunteering experience, visually rich and you are able to update during and after your volunteer project. They're used by over 500m people every day!

ENGAGING PROFESSIONAL NETWORKS

If your volunteering is skills-based (projects where you are sharing your skills, knowledge and expertise), you might also want to tell your story from the perspective of your professional development and how the volunteer project is helping develop your leadership and collaboration skills. Networks such as **LinkedIn** and **XING** are ideal.

TOP TIP: Even though you are sharing a post with your professional network, it doesn't mean you shouldn't show your passion — honesty and authenticity make for a better post on any platform.

TOP TIP: LinkedIn articles are a great way of writing a longer post that can include images and videos within the body text. You can then share the link to the article on other social media accounts you might have to bring it to the attention of more people.



3. WHAT I SHOULD SAY AND WHY SHOULD I SAY IT?

Take time to consider the story you want to tell, and which parts of your volunteering experience are most memorable. By showing passion and authenticity your post will be compelling!

KEEP IT REAL

Your followers are more likely to engage with a post that feels personal rather than something that's overly produced or polished.

Be conversational and authentic in your captions, and show where you are and the problems you are helping to solve for what they are.

POST FREQUENTLY AND GET CREATIVE

Consistently posting shorter, creative updates lets people live the volunteer experience with you, so it is better than just making one long post at the end of the volunteer experience.

Stay fresh and your followers will be excited to follow the journey.

BE A STORYTELLER

A volunteer's journey is rich, so be sure to communicate the full experience through narrative. Being a storyteller is easy. All you have to do is talk from the heart to be authentic. Tell your audience about the start of your volunteer project, the collective power of employee volunteering, the impact of the work, and most importantly how it made you feel. The small details of the experience, like meeting a fellow volunteer with similar passions, are what keep people engaged in your story.



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BE SENSITIVE TO THE PEOPLE YOU ARE HELPING

It goes without saying that when creating a post about the organization and/or people that are benefitting from your volunteer actions, it is crucial that you approach it with sensitivity and empathy for their situation. Reflecting on their experience as well as yours can help to tell a more complete story. Always ask their permission before publishing and inquire if permission has to be given in writing.

TOP TIP: Inquire with the organization about the SDGs they are focused on and use their guidance on preferred language when communicating around the issue area and those affected.

TOP TIP: Ensure you have permission from anyone in your photos or video before posting.

NOTE: Verbal permission from anyone under the age of 18 is not sufficient as consent must be captured in writing from a parent or guardian.

TELL YOUR COMPANY'S SOCIAL MEDIA TEAM

Your social media team can be a vital resource for more detailed advice and support during your experience and when you get back home. They are always on the lookout for their people doing interesting things and will be able to advise on what type of posts they'll be able to share on your company's corporate accounts.

Many corporate accounts have millions of followers – and that would certainly amplify awareness for your volunteer impact. Don't forget to tag your company's social media handle!

TOP TIP: Wherever you post, if you include [#Employees4SDGs](#) then your readers can click on the hashtag to be linked to all other stories posted by other employee volunteers around the world.

4. IMPROVING MY CAMERA PHONE GAME

This section highlights the importance of knowing what photos to take and what not to take so to be sensitive to the recipients of your volunteer project, getting the right permissions for taking images of others – and lets you in on some best practices on taking great shots. Let start with what kind of pictures to take.

WHAT KIND OF PICTURES TO TAKE?

Action shots showcasing you and other volunteers engaged in a particular activity will help your network connect to the story you are trying to convey. Avoid posed group shots and focus on those images that convey the essence of the volunteer work you've engaged in. Action shots help your network get inspired to join you in your next volunteering project!



WHAT TO DO BEFORE TAKING PICTURES

It is important to seek permission from the organization, the individual volunteers and the program participants to post the pictures on social media. Ask at the start of the project so they can let you know the types of pictures you can take, who and what to avoid, and any areas of sensitivity that you should note when taking photos.

SHOULD I TAG MY COMPANY?

Check with your company's social media team about its brand guidelines. Align your post to your company's standards so as to have it tagged and shared by your company's social media team (see section 3 on page 7 for more details). Remember to include [#Employees4SDGs](#) to increase the reach of your post and/or image.

TIPS FOR TAKING BETTER PHOTOS

Taking a great photo or video on your phone is not as simple as pointing and shooting. Here are some tips for taking better shots and how to edit them easily using some great and free apps:

Use Gridlines to Balance Your Shot (in 'Settings')

Superimpose gridlines on-screen based on the "rule of thirds," a photographic composition principle that says your object should occupy one third of your frame. That'll make your photo more balanced and let viewers interact with it more naturally.

Focus! (in 'Edit')

Set your focus by tapping on the screen to reveal the focal point. Prop tip: Once taken use filters and adjust levels making the subject more vivid and also crop it to frame the subject correctly.

Embrace Negative Space

Two-thirds of your photo should be negative space - your subject will stand out and evoke a stronger reaction from your viewer



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Use Leading Lines and Reflections

Creating interest in your imagery, particularly of landscapes - our eyes are drawn to reflections and leading lines create depth.

Take Candid, Emotive Images

Candid photos, as opposed to posed photos, better capture the emotion and essence of a moment. Take as many shots as possible - the stars will align for one great image.

Consider Using a Mobile Tripod

This will give you the freedom to mount your phone for quick hands-free shots without having to bring any heavy equipment with you to the project site. Most mobile tripods are barely bigger than your mobile device, can bend to any angle and are inexpensive.

Don't Be Afraid to Edit

Composing and shooting is just the first step to making visually compelling content to help tell your story. Editing via free or inexpensive apps is a great next step and is easy to learn:

[Adobe Photoshop Express \(free\)](#): the #1 photo editing app

[Adobe Lightroom CC \(free\)](#): great filters for advanced users

[Google Snapseed \(free\)](#): brilliant editing app for beginners

[iMovie \(free\)](#): easy to use video editor built in to all iOS

[Adobe Premiere Rush \(free\)](#): the best video editing app

Have Fun!

After all, social media can help you connect to a global network of [#Employees4SDGs](#) and inspire others to come on-board! Thank you for your passion, contributions and impact !



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OUR SPECIAL THANKS

The Social Media Guide for Employee Volunteers is a collaboration between Grant Thornton International Ltd and IMPACT2030. It is designed to engage employee volunteers around the world with the Global Goals and inspire them to share the impact of their volunteer actions on social media.

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Grant Thornton International Ltd. is one of the world’s leading networks of independent audit, tax and advisory firms with 53,000+ people in 135 countries and revenues in excess of \$5.45 billion. Peter Bodin, CEO of Grant Thornton International, is the Chair of the Board of IMPACT2030. Grant Thornton has committed to using the UN Sustainable Development Goals as its global framework for employee volunteering across a network covering over 130 countries.

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Anchored by Sustainable Development Goals No. 17, Partnerships for the Goals, IMPACT2030 aims to activate human capital investments globally through pro-bono, skills-based and direct employee volunteer programs to advance the Global Goals. IMPACT2030 is 75 Partner companies strong—and growing—with millions of employees collectively acting as multipliers of impact around the world.

To learn more about IMPACT2030, visit:



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RESOURCES

IF YOU HAVE...	RESOURCES TO LEARN ABOUT AND ENGAGE WITH THE GLOBAL GOALS
<p>1 minute</p>	<p>WATCH this short video about the Global Goals: This is Numbers in Action</p> <p>LEARN about Global Goals Week #Act4SDGs</p>
<p>3 minutes</p>	<p>WATCH “We the People” – a star-studded video about the Global Goals</p> <p>LEARN about how IMPACT2030 is mobilizing a global movement of employee volunteers for the Global Goals</p>
<p>5 minutes</p>	<p>CHECK OUT this official UN website to find Global Goals resources and communication materials</p>
<p>10 minutes</p>	<p>VISIT the official UN Sustainable Development Goals website for an overview of the 17 Goals and their 169 Targets</p>
<p>15 minutes</p>	<p>READ about the things you can do to make an impact when you’re not volunteering: The Lazy Person’s Guide to Saving the World</p> <p>JOIN the ACTNOW Climate Action Campaign</p> <p>CHECK OUT this compelling series of short videos about the Global Goals</p>

This resource has been developed by IMPACT2030, a global membership organization working across sectors to mobilize human capital in the private sector toward the achievement of the Sustainable Development Goals, with support from Grant Thornton Ltd.. For more information, please visit www.IMPACT2030.com.

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