

Social Media Guide for 2024

Volunteer Iowa Day at the Capitol



Help us amplify our impact by sharing your experiences throughout the day on social media.

Mention, Like, Follow, and Tag Volunteer Iowa and Iowa MENTOR on:

- Facebook: [Volunteer Iowa](#), [Iowa MENTOR](#)
- Twitter: [@VolunteerIowa](#)
- Instagram: [VolunteerIowa](#)
- LinkedIn: [Volunteer Iowa](#)

Use Hashtags:

- #VolunteerIowa
- #CapitolDay
- #IaLegis
- #MentoringAmplifies
- #VIDC2024

Tag the Governor, Lt. Governor and legislators on social media:

- Governor and Lt. Governor Twitter handles: @KimReynoldsIA; @IAGovernor; @IALtGov; @adamgregg16
- To tag anyone on Facebook, the “@” symbol may need to be used as well to find the person(s) or organization(s) you wish to tag in your message.

Highlight Your Participation

- Volunteer Iowa Day at the Capitol provides an excellent opportunity to take photos with your legislators for upcoming newsletters or media articles.
- Share out on social media - Use your Facebook, Twitter or Instagram account(s) to let others know about Volunteer Iowa Day at the Capitol.
- Be creative with your social media posts. See graphics at the end of this document that you can use with your message.

Share about the issues and tell your story:

- Review the [2024 state priorities and impact handout](#) ([click here for our non-lobbying version](#)) to inform your posts. You can share program successes, stats, and general support for service and volunteerism in Iowa.
- Use the sample messages below and/or tailor them to reflect the impacts of your program(s).
 - Happy to be in Des Moines today with @VolunteerIowa highlighting the importance of service & volunteering to #IAlegis #VIDC24
 - @KimReynoldsIA (@yourlegislator) we are participating with @VolunteerIowa for #VIDC24 to build the culture and climate for service in #IA! #IAlegis
 - #DYK that for every \$1 appropriated by the state, @VolunteerIowa leverages over \$48 in federal, private and local funding, not including the value of volunteer hours? #VIDC24
 - #DYK last year more than 1,500 @AmeriCorps members met pressing local needs across Iowa and earned over \$4.5 million in education awards? #VIDC24
 - Quality mentoring relationships are a proven youth development strategy. Iowa has 52 certified mentoring programs #MentoringAmplifies #VIDC24
 - #DYK that over 3,800 Iowa seniors met critical community needs while contributing to longer, healthier lives through one of three @AmeriCorpsSr programs? @VolunteerIowa #IAlegis #VIDC24
 - #DYK that since 1994, more than 14,000 #IA residents served approx 19 million hours through @AmeriCorps earning more than \$48.2 million in education awards? @VolunteerIowa #VIDC24
 - #DYK that Iowa's volunteer rate of 41.8% ranks 9th highest in the country? @VolunteerIowa #VIDC24
 - #DYK that last year in #IA, Foster Grandparents tutored and mentored 1600 young people? @VolunteerIowa #VIDC24 #MentoringAmplifies
 - #DYK nearly 1 million #IA residents contribute 56.2 million hours of service each year? @VolunteerIowa #VIDC24
- Be sure to ask your friends and followers to support you by sharing, liking, and retweeting your posts!

Complete the after-action report! Let us know what went well and what didn't and tell us more about your conversations with elected officials by completing a [brief after-action report](#).

Questions? Contact Rebecca Gernes at Rebecca.Gernes@volunteeriowa.org or Adam Lounsbury at Adam.Lounsbury@volunteeriowa.org.

Copy and paste any of the following graphics for your social media post

Certificate of Participation

awarded to



for participation in Volunteer Iowa
Day at the Capitol 2024





We are
proud to be a
program of
Iowa
MENTOR!





We are proud to be a program of Volunteer Iowa!

What is Volunteer Iowa?

Volunteer Iowa (the Iowa Commission on Volunteer Service) is part of a network of state service commissions that exist to foster a bipartisan state-level commitment to advancing service initiatives as well as developing, communicating, and promoting a statewide vision and ethic of service.



We are
proud to be a
program of
Volunteer
Iowa!



Thank you to our legislators for hearing our accomplishments of the past year and our goals for the next.



Volunteer Iowa's 2024 State Legislative Goals

- Develop new service opportunities to meet critical community needs
- Improve and streamline existing service opportunities and programs
- Expand Iowa's existing volunteer base
- Build the culture and climate for service in Iowa
- Support the infrastructure needed for quality service opportunities and programs

